# Agenda

1:30-2:45

1. Wallop: Sharing and Presence in Social Networks
2. Flipper: Peer-to-Peer "photo-blogs" on the Longhorn Sidebar
3. Mobile Flipper: Mobile and desktop sharing and presence
4. Swarm: Smart Mobs on mobile cell phones
5. Canopus: Community-oriented RSS on your desktop

# Agenda

1:30-2:45

1. Wallop: Sharing and Presence in Social Networks
2. Flipper: Peer-to-Peer "photo-blogs" on the Longhorn Sidebar
3. Mobile Flipper: Mobile and desktop sharing and presence
4. Swarm: Smart Mobs on mobile cell phones
5. Canopus: Community-oriented RSS on your desktop

# Agenda (continued)

3:00-4:00

6. Sapphire & Longhorn: Prototyping the hard problems (file migration & hierarchy, saving, lightweight lists)

7. Sharing: Suggested people and groups

8. One-Page Meeting Prep: Automatically generated, personalized meeting prep

9. Jeitinhos: Improving matchmaking for xBox live

Summary, Q & A

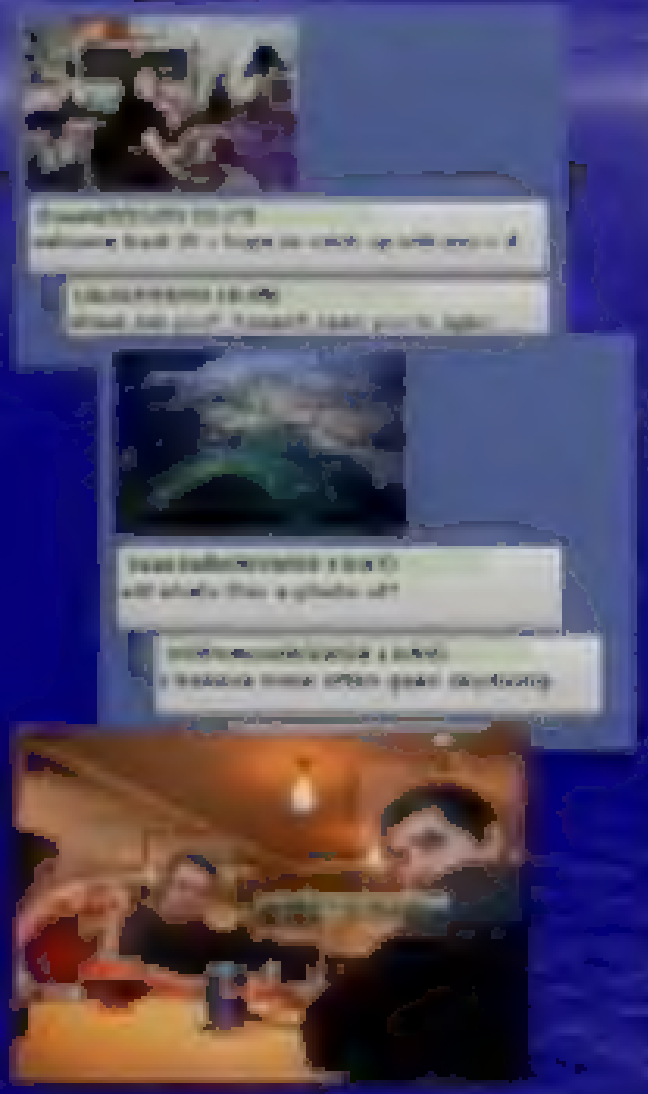
This talk is streamed/recorded:
http://resnet/guide

Presentations & sharepoint: http://groupsts/scg/

Contacts-feedback: project teams, Lilich

# Social Software

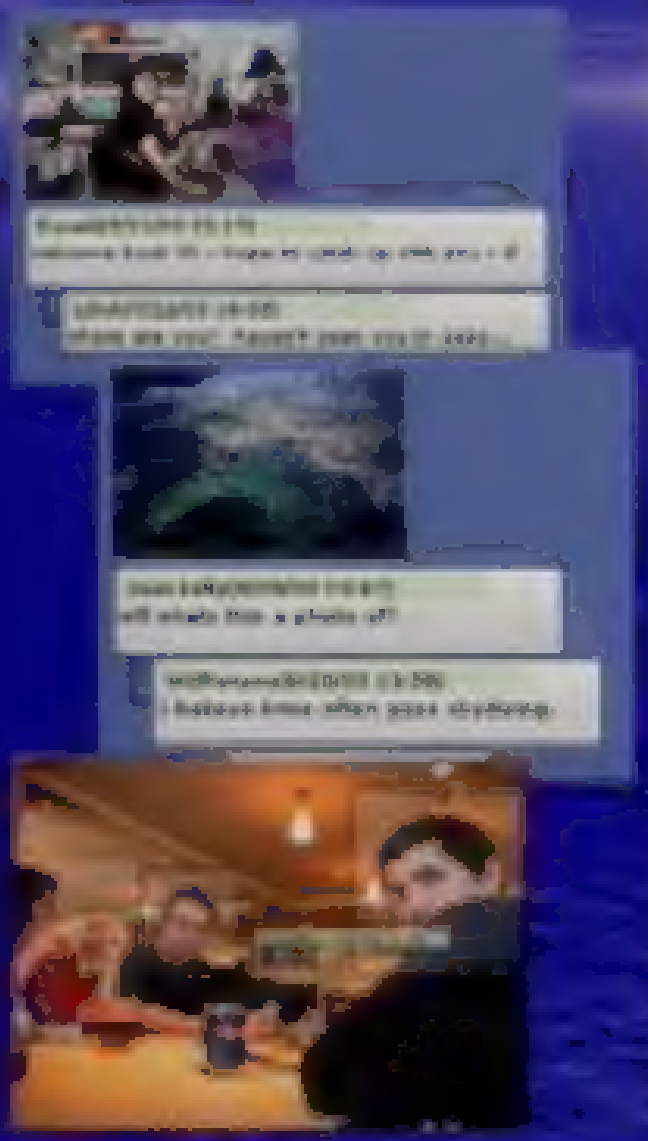
- **Meeting people's social goals:**
  - Help people who are social be more social
  - Continuous access to, awareness of, and communication with people they care about as a part of day to day life
  - Provide friends with updates about their activities
  - Develop new social relationships
- **Problem space:**
  - Representing identity information
    - *profile info, status, reputation, social context*
  - Representing social interactions
    - *who's talking, who knows whom, groups, cliques, networks*
  - Integrating communication and media sharing
  - Building critical mass, scaling appropriately



# Social Software

- **Meeting people's social goals:**
  - Help people who are social be more social
  - Continuous access to, awareness of, and communication with people they care about as a part of day to day life
  - Provide friends with updates about their activities
  - Develop new social relationships

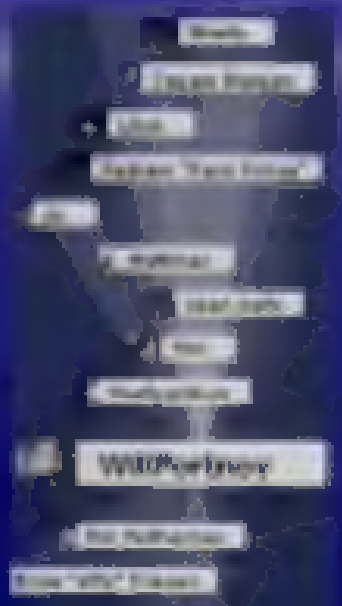
- **Problem space:**
  - Representing identity information
    *profile info, status, reputation, social context*
  - Representing social interactions
    *who's talking, who knows who, groups, cliques, networks*
  - Integrating communication and media sharing
  - Building critical mass, scaling appropriately

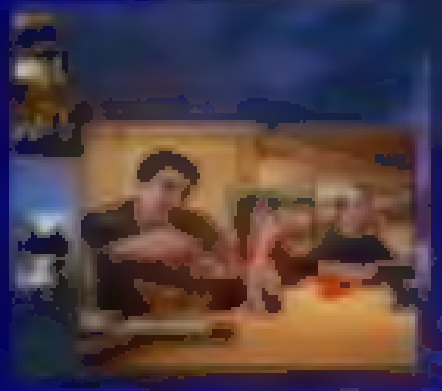


# Wallop: meeting users' social goals

Building conversations in the context of shared media your social network

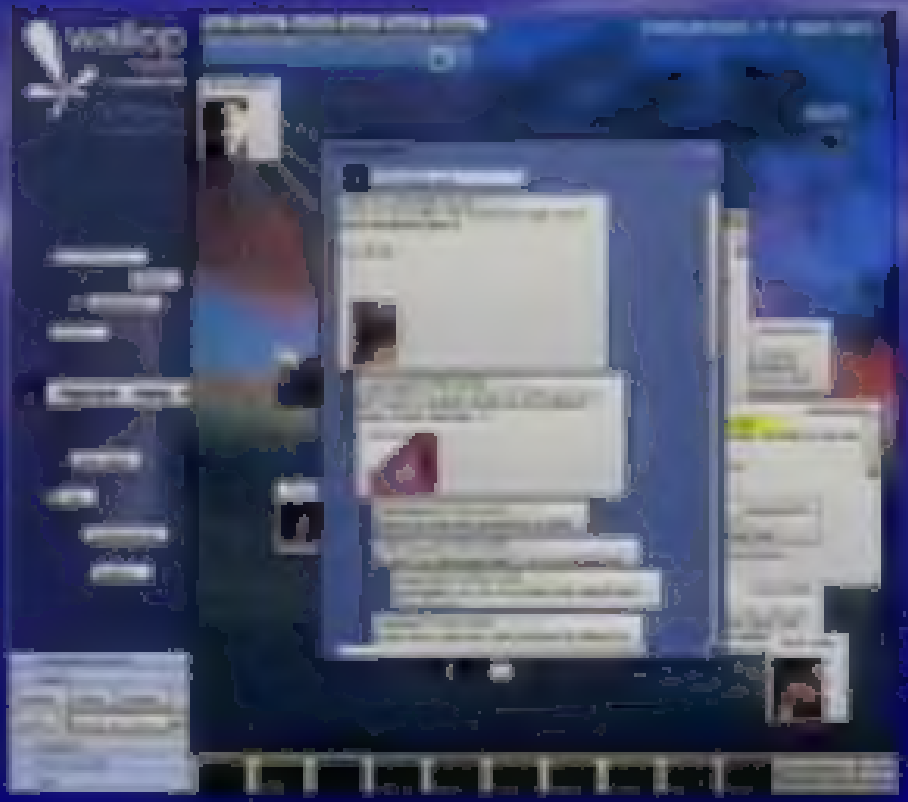
- Rich opportunities for projecting identity, learning about others, through lightweight authoring
  - Blogs and photos photo sharing
- Opportunities to "bump" into friends, and friends of friends
  - Centralized social awareness, sharing and communication tools
  - Browse through social network map, through connections in shared media
  - "Overhear" conversations that occur in context of shared media
- Learn about others by seeing them in their social context
  - Content personalized/filtered depending on network distances
    - Explicit social networks
      - links to friends
    - Implicit social networks
      - Network connections based on communication behavior, more meaningful
- Sharing integrated with day to day communication
  - Updating Wallop content through "overhearing" email/IM/SMS agent
  - Notification/messages from Wallop to email/IM/SMS

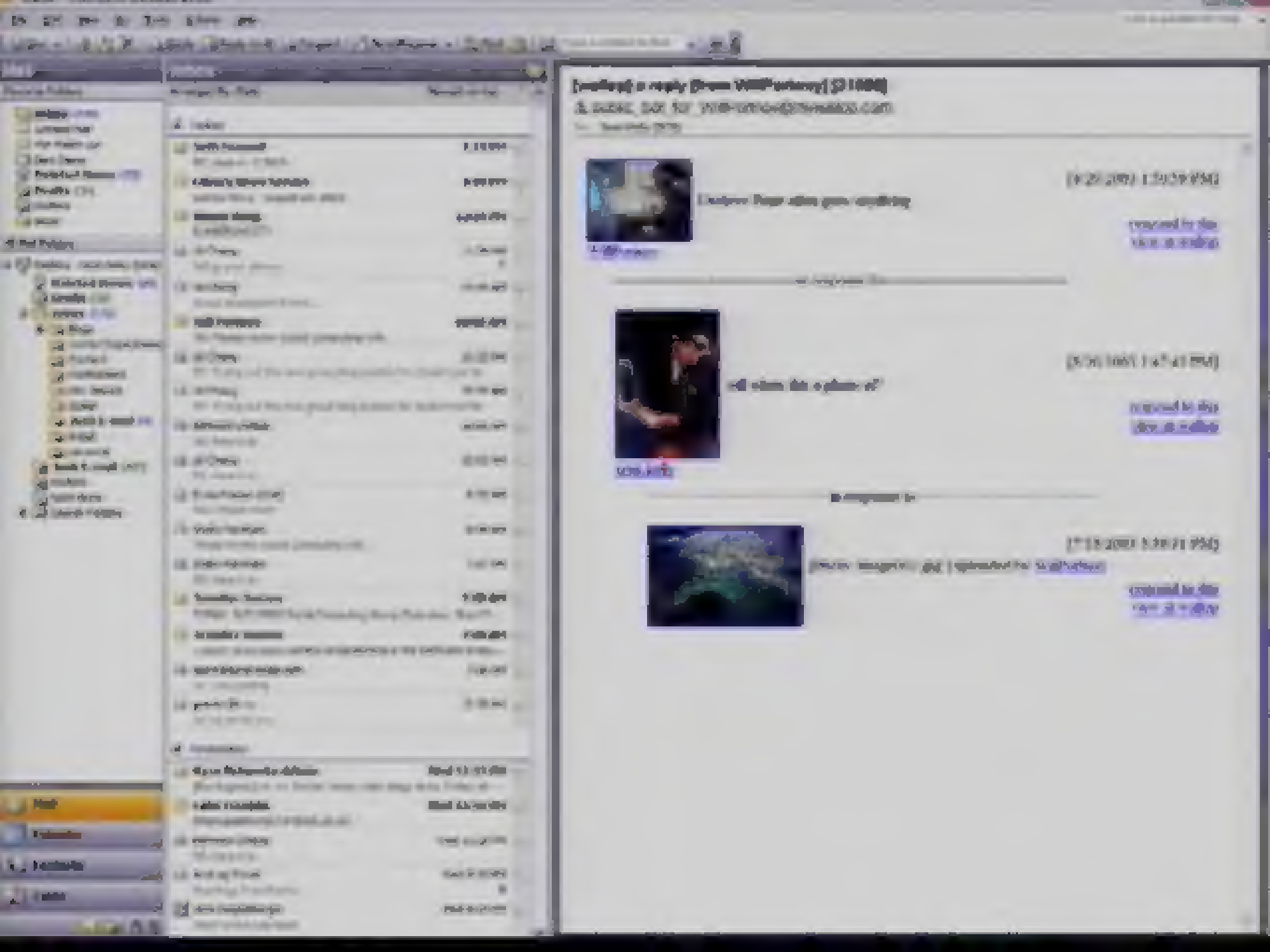


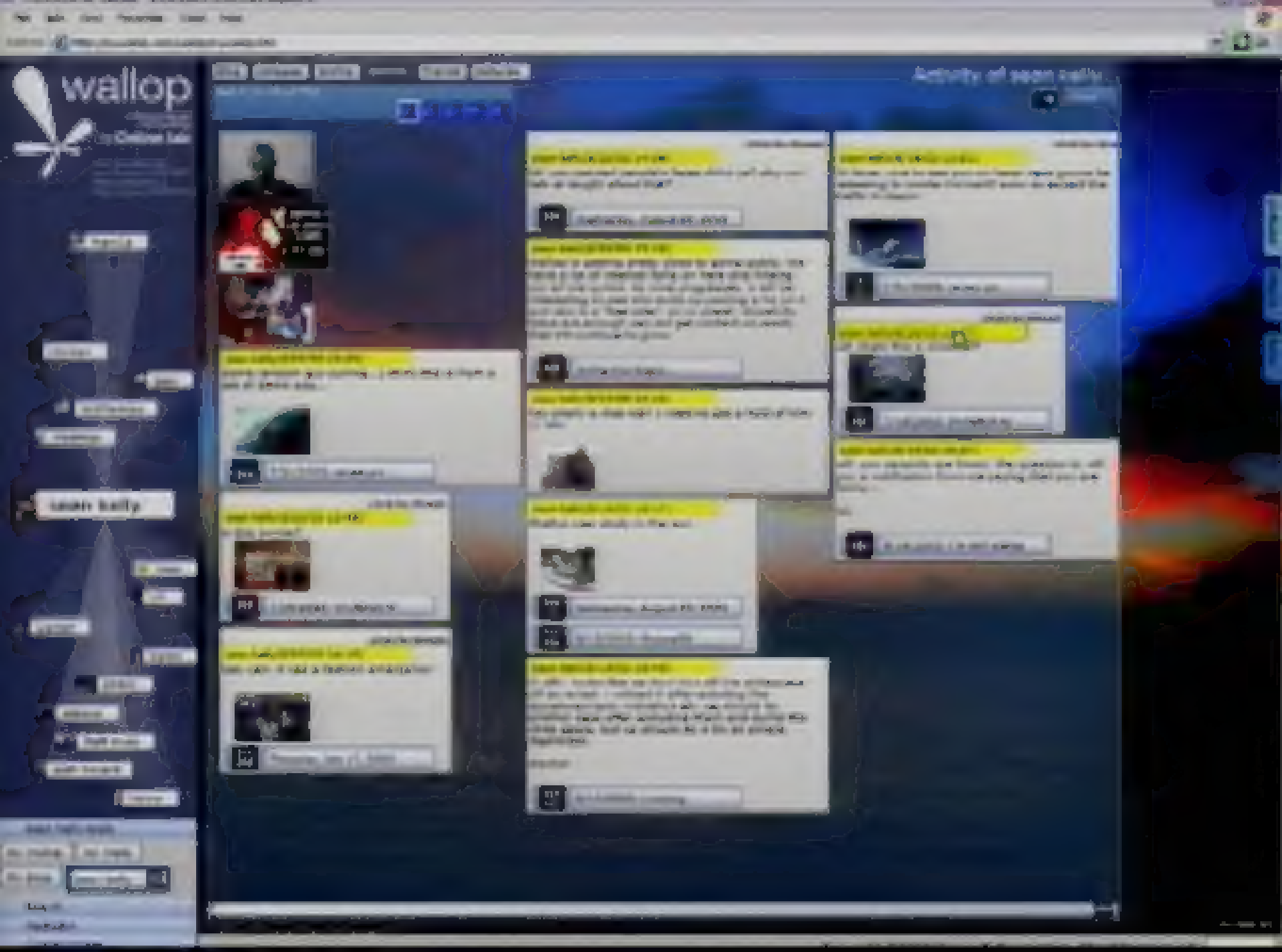



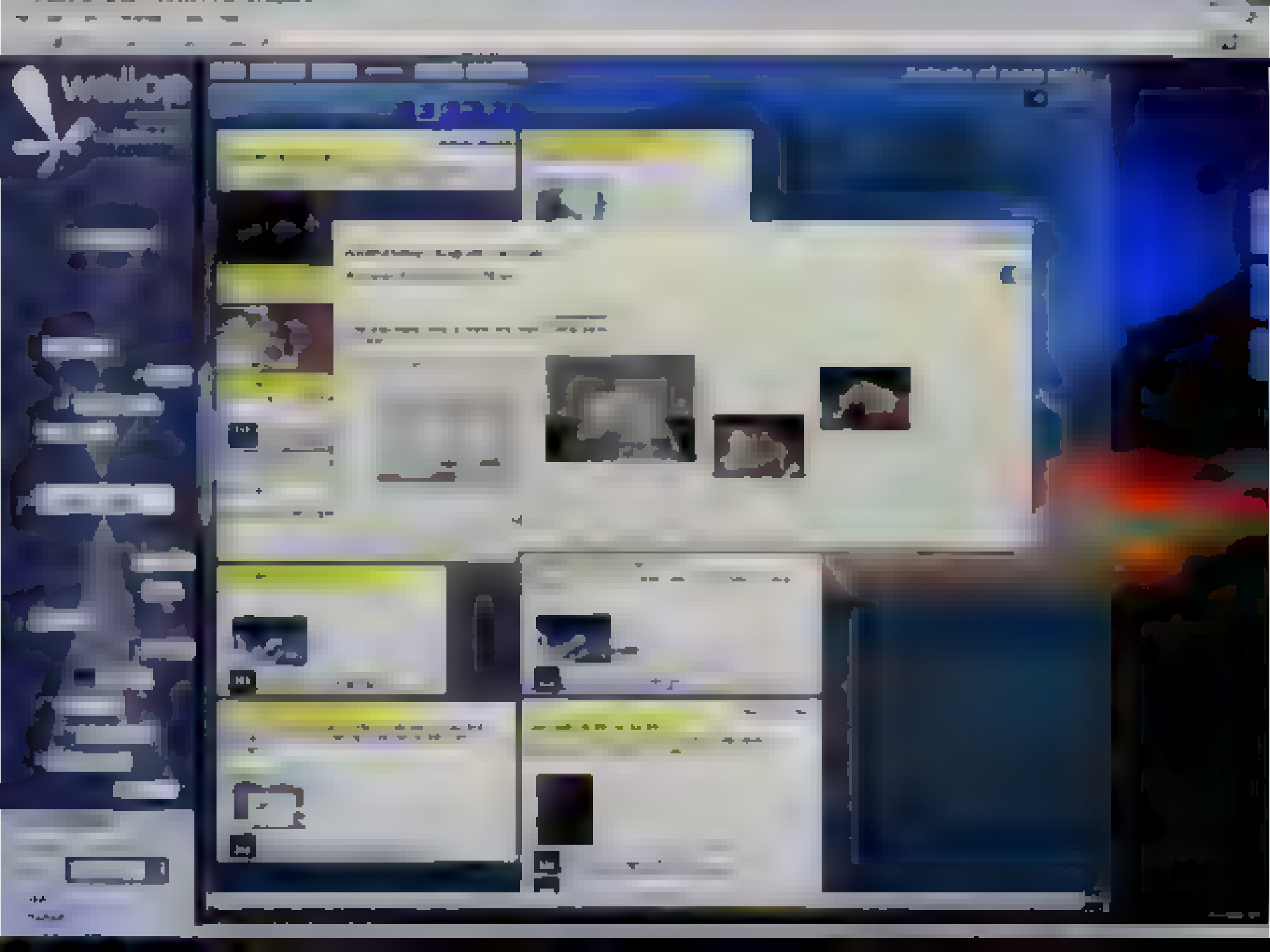
# Wallop Demo

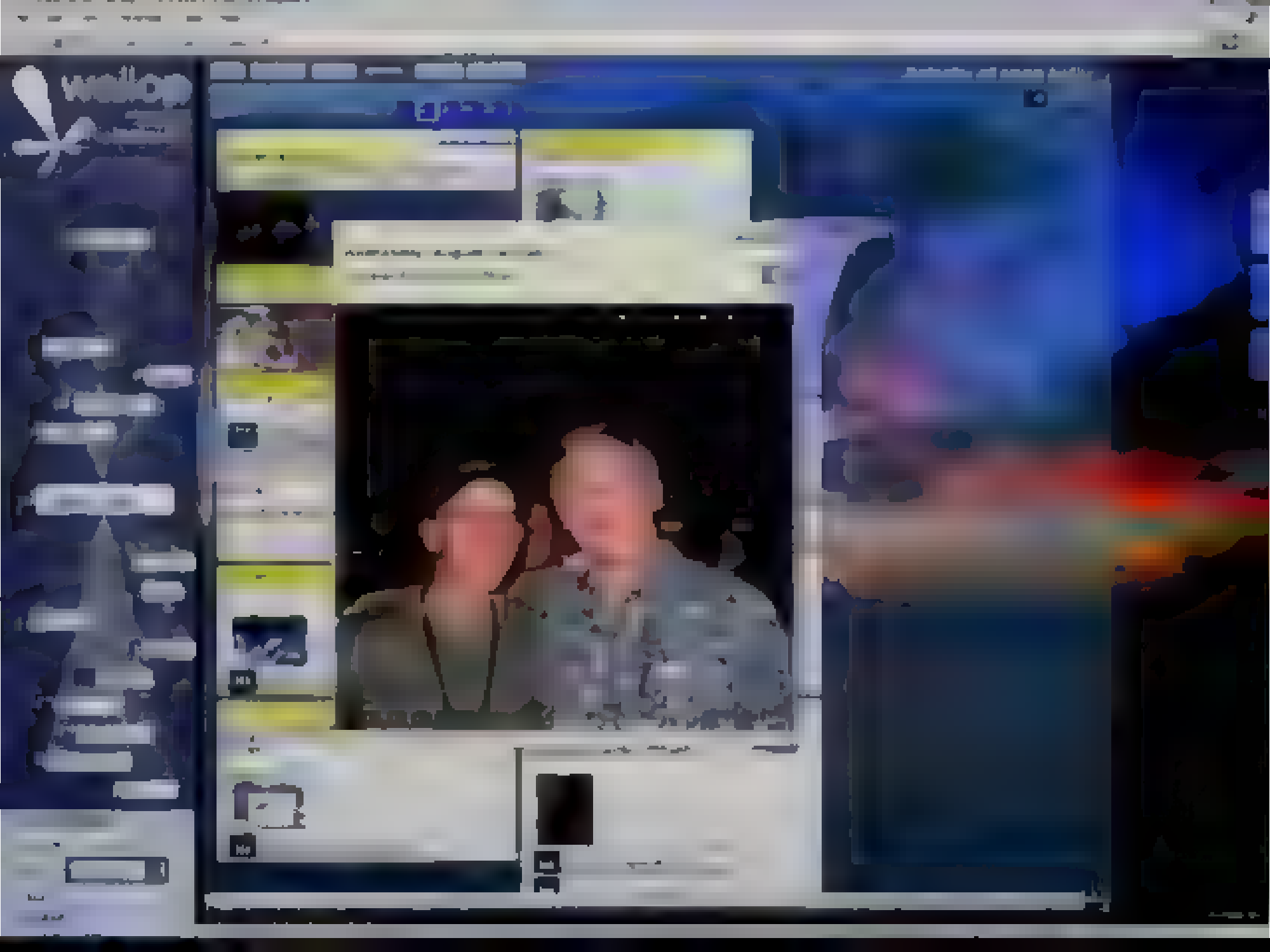
- **Social Awareness Tools**
  - Social network
  - Activity (recent and important)
  - Point to Point
  - Embedded conversations
  - Ulogs
  - Email/IM/SMS integration

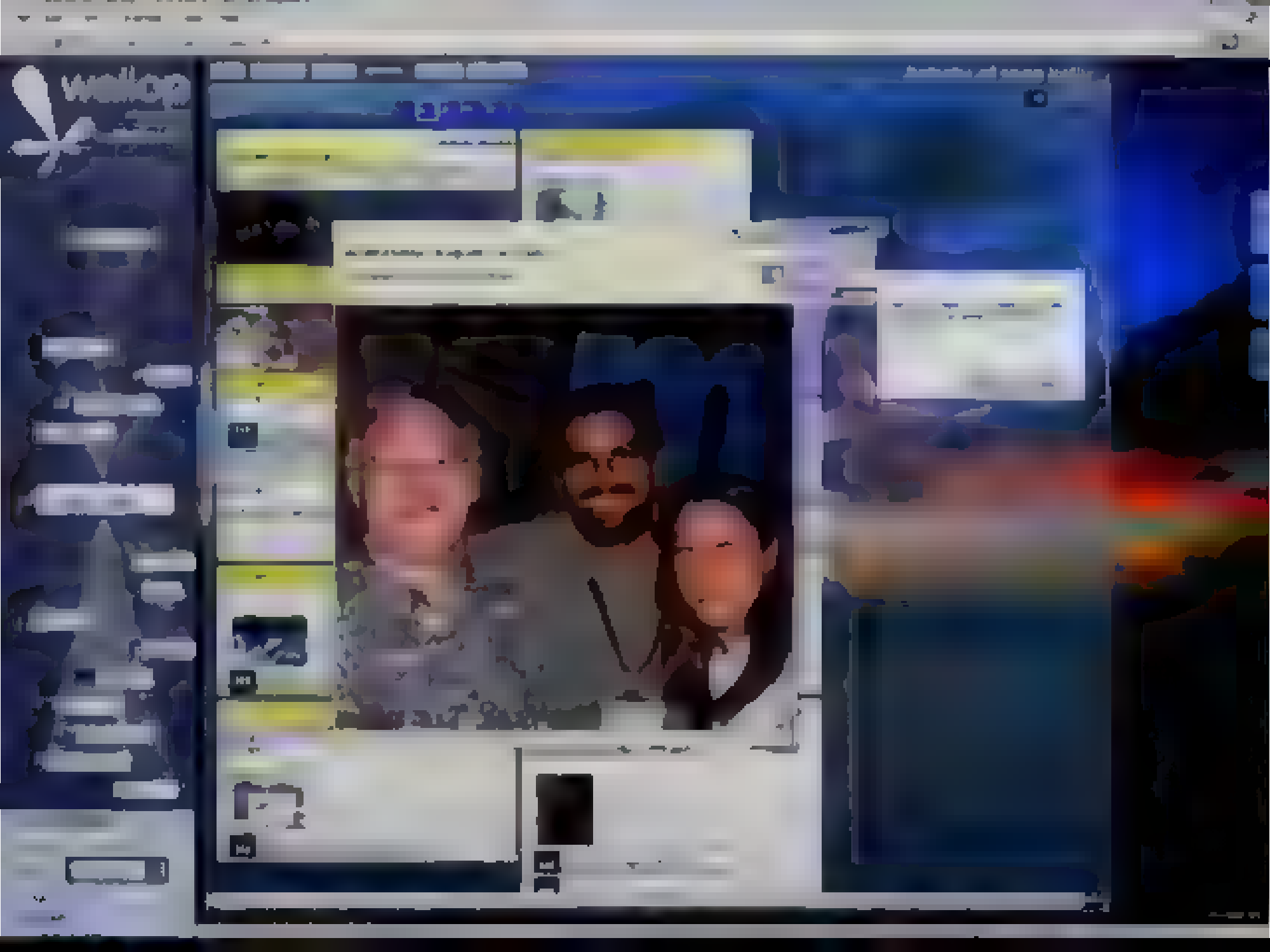


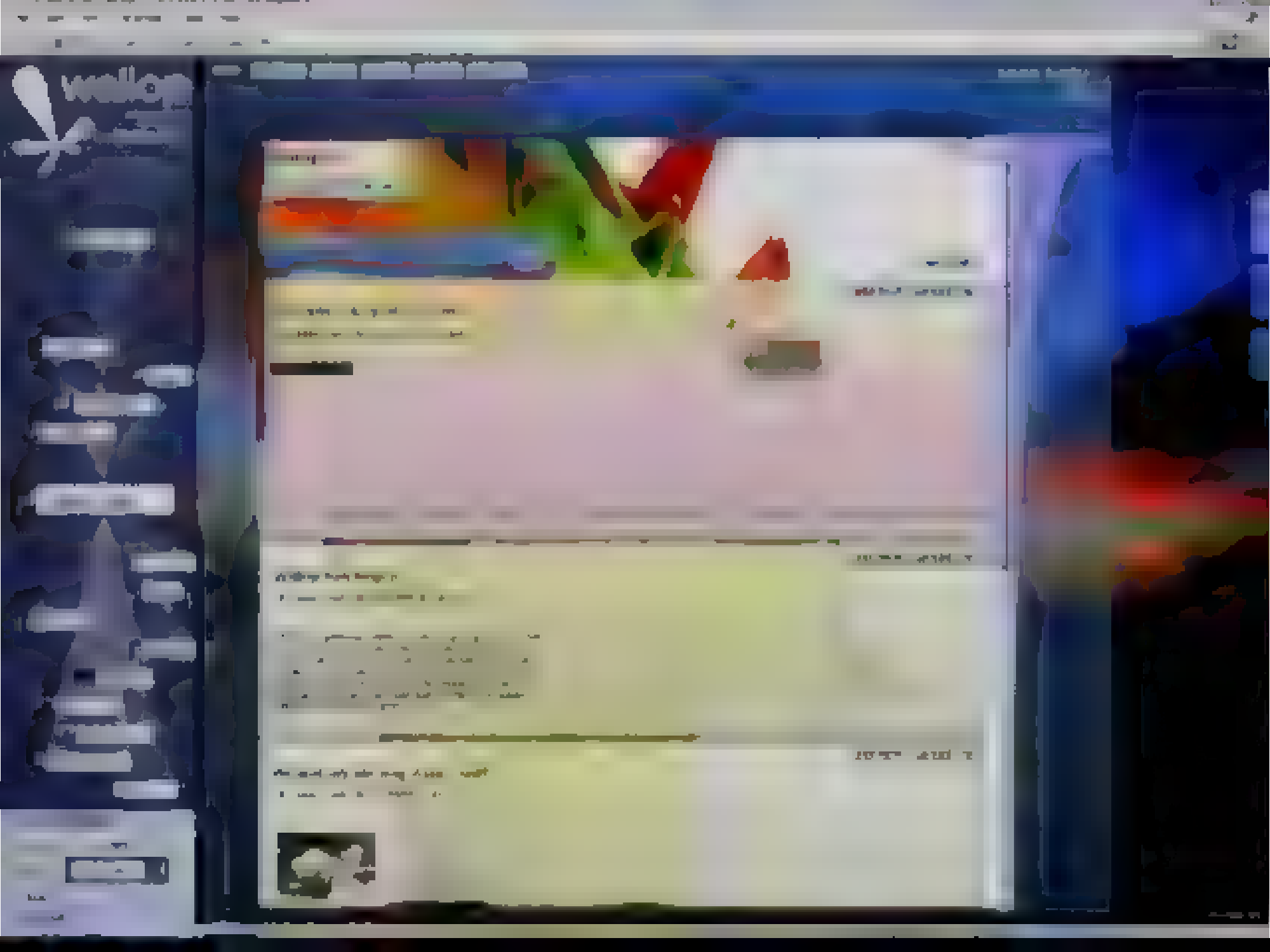


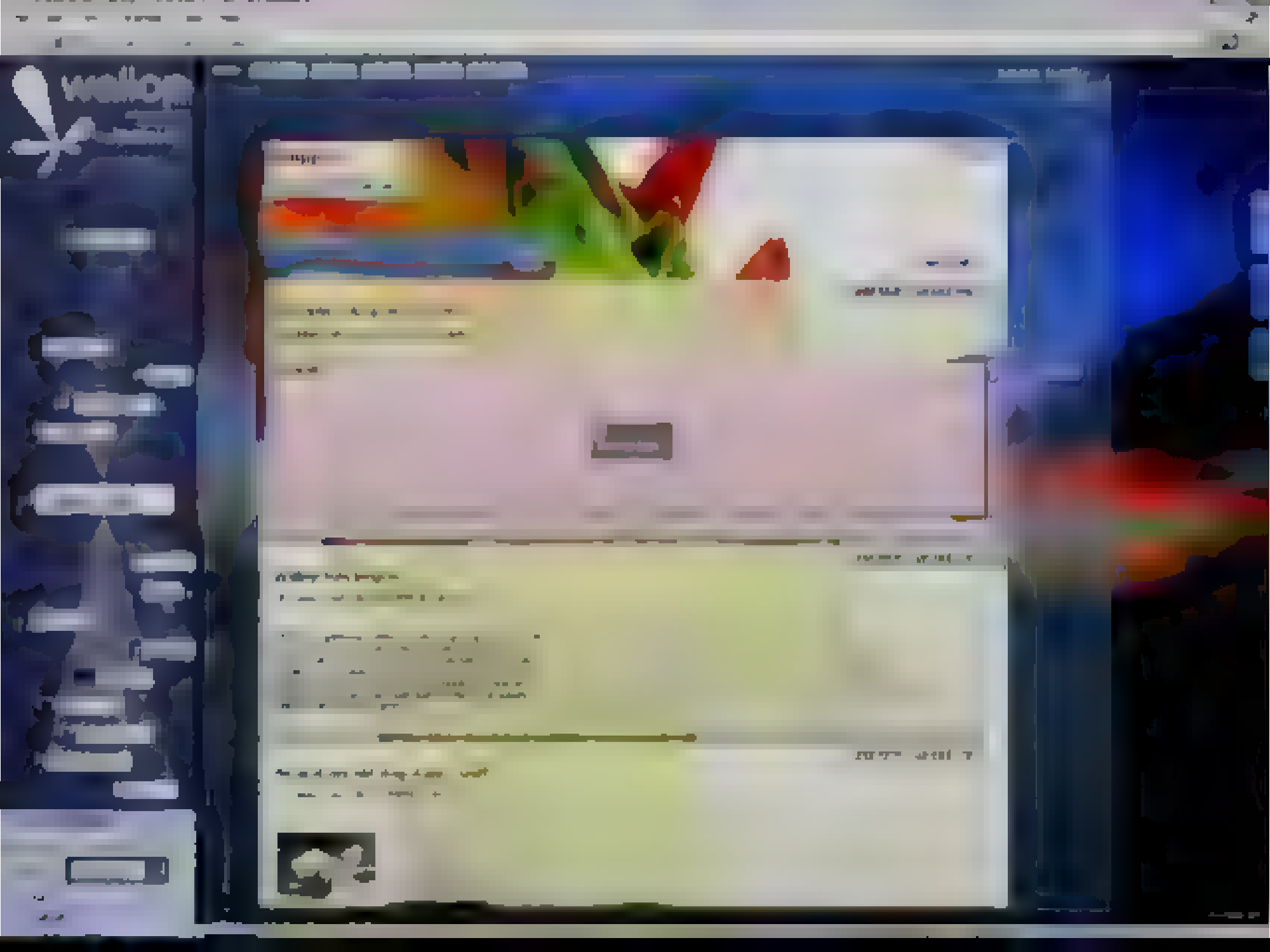

wallop
sean kelly

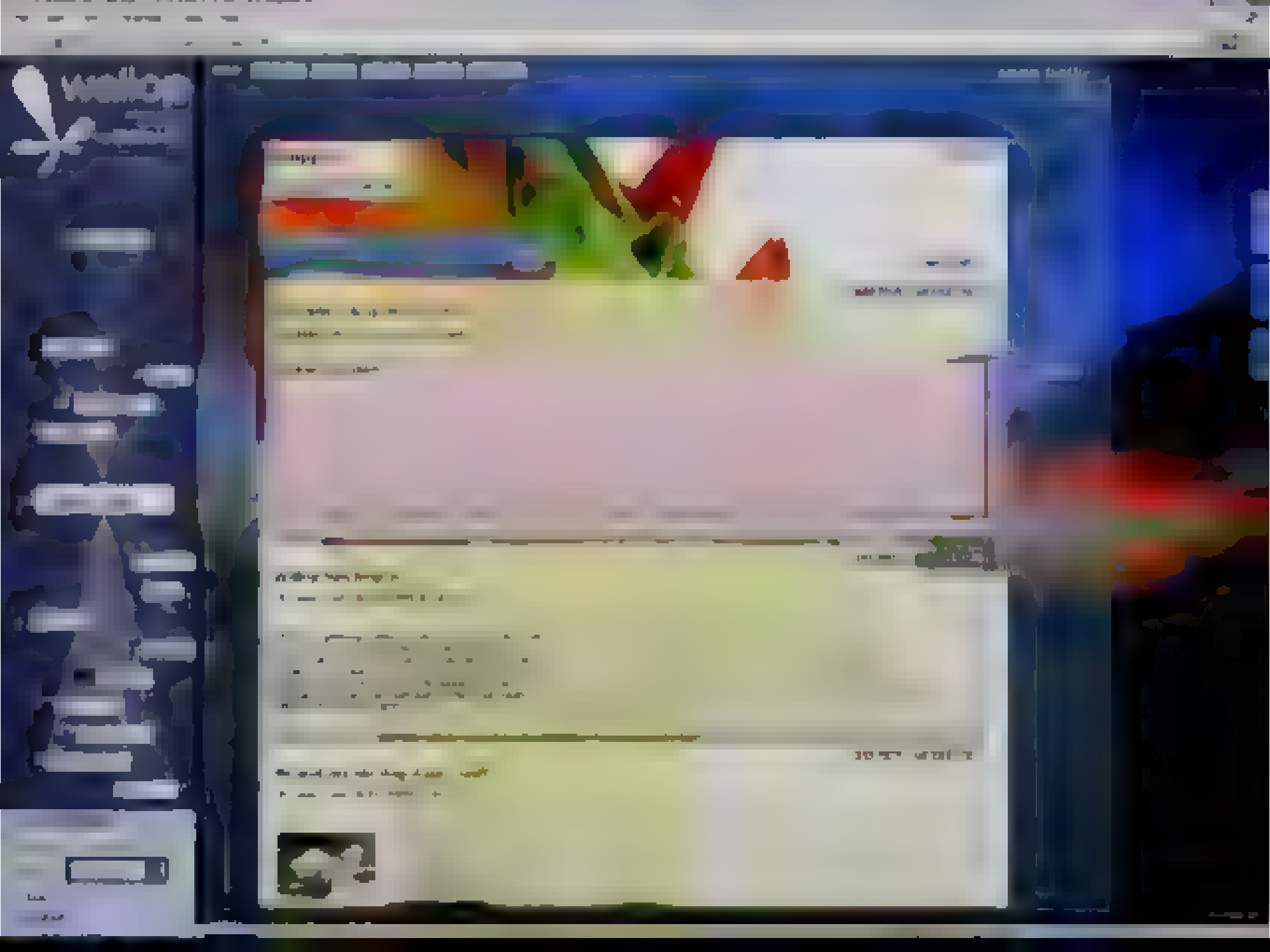


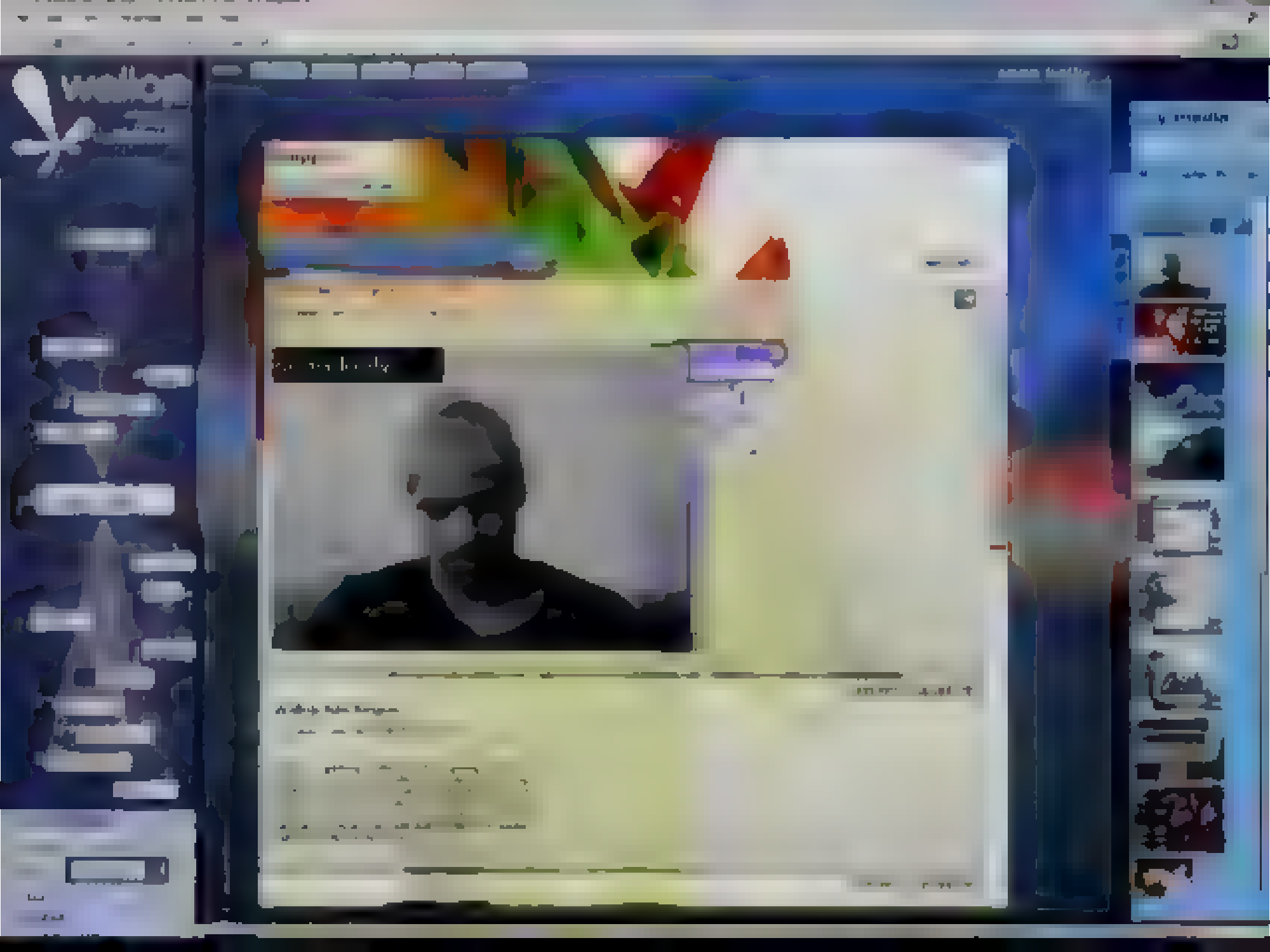


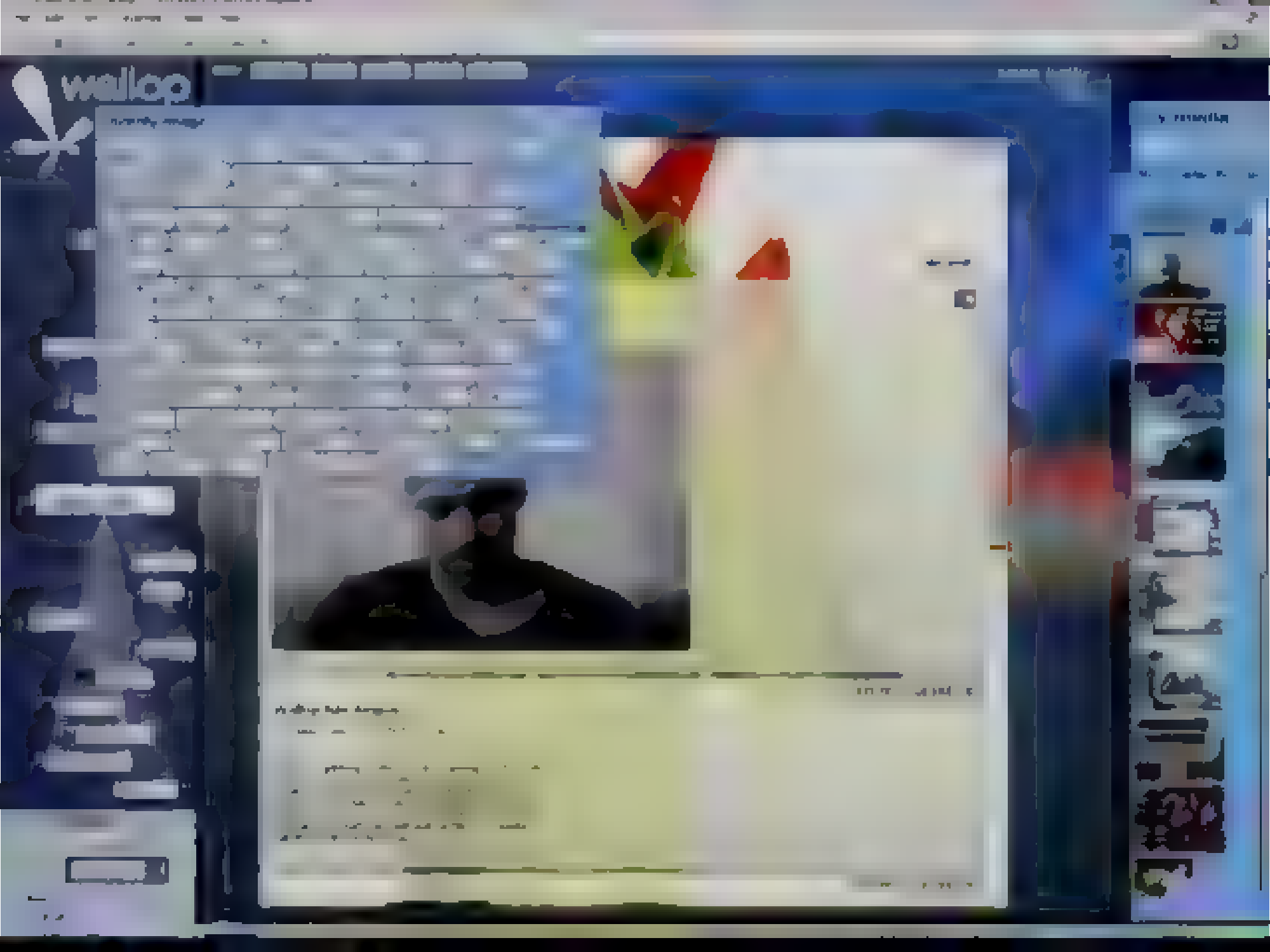




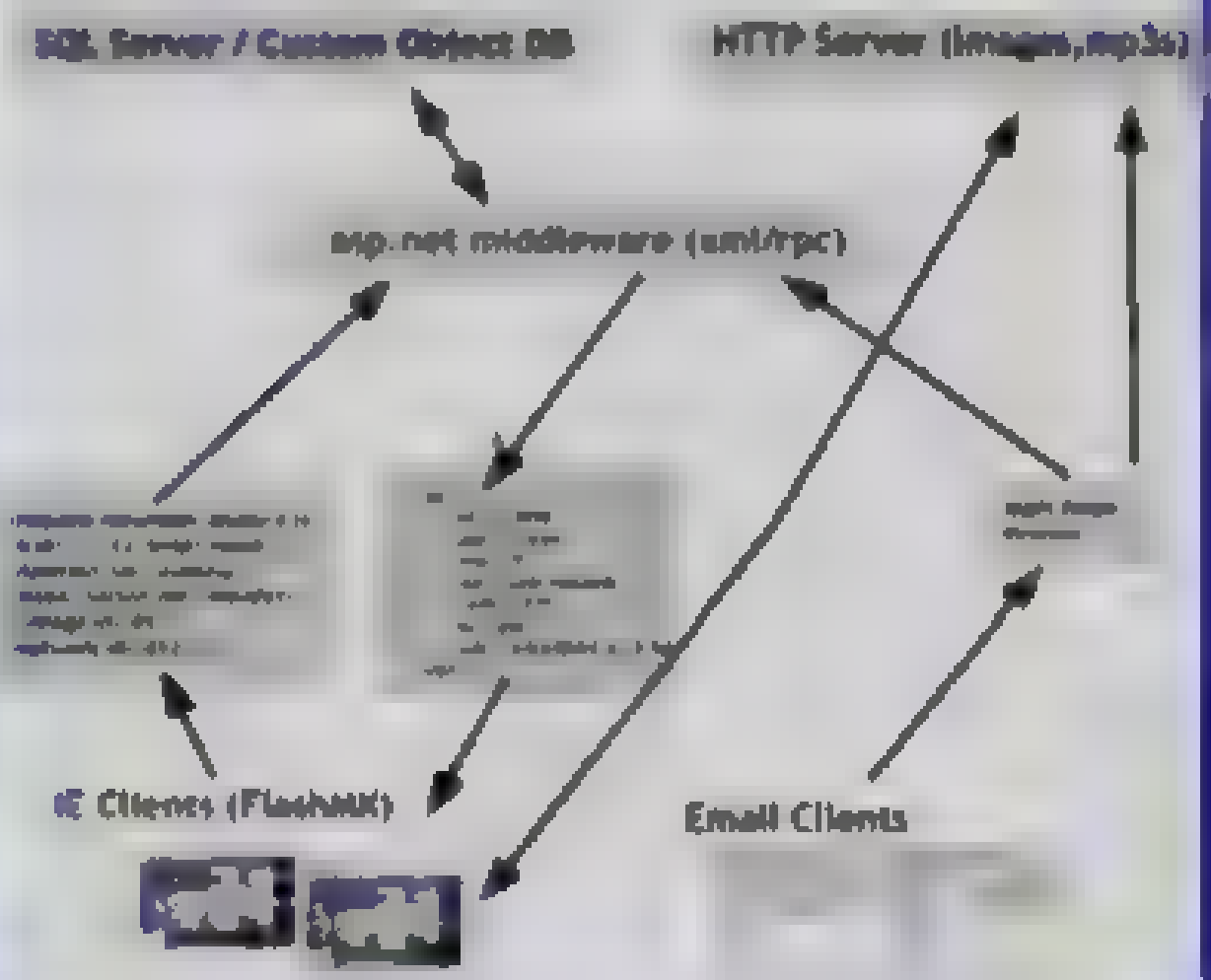








# Wallop Architecture



# Hemiscyliidae

[illegible]

[illegible] to prolonged and [illegible]

[illegible]

[illegible]

- [illegible] Sepiolidae
  - [illegible] prevalent (up to 100)
  - [illegible] mobility, growth patterns
  - [illegible] and auxiliary measurements

# Flipper

Ko-chi Wu Ryszard Kott
Social Computing Group, MSR
Aug 21, 2003

Microsoft Confidential

# Overview

- [illegible]
- [illegible]
- [illegible] future work

# Goal

- [illegible]
- [illegible] pictures & annotations
- [illegible] awareness, [illegible] notifications
- [illegible] style: more open than IM

# Background

- [illegible]

# Background

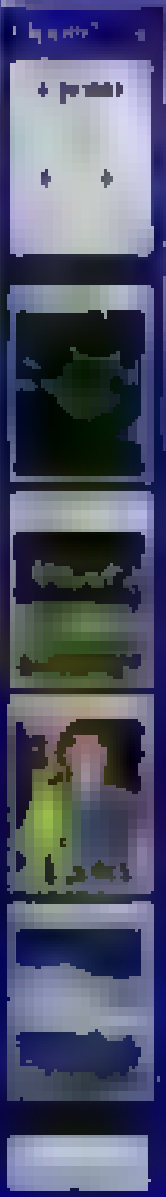
- [illegible]

# Background

- [illegible]

# Background

- [illegible]

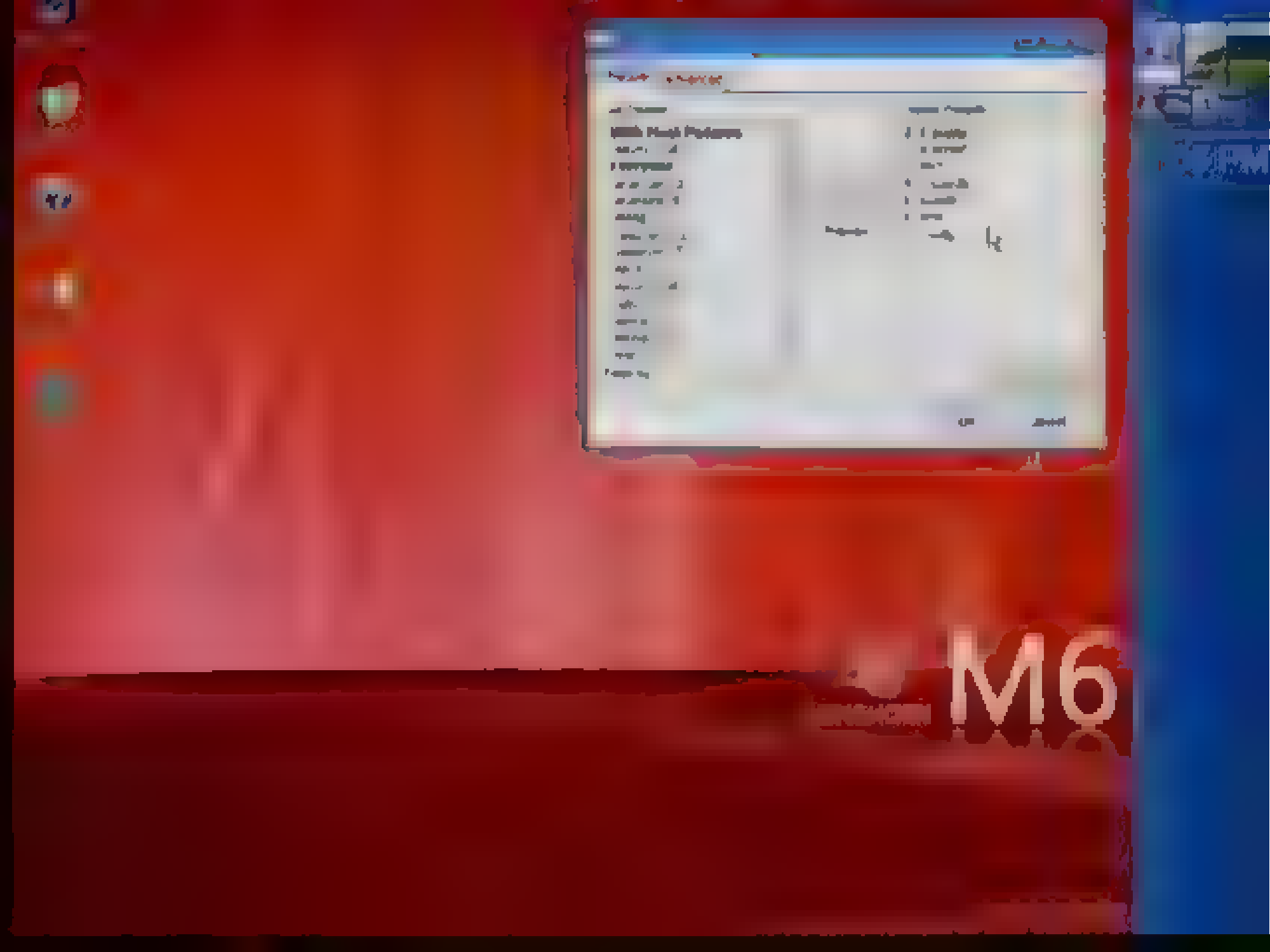


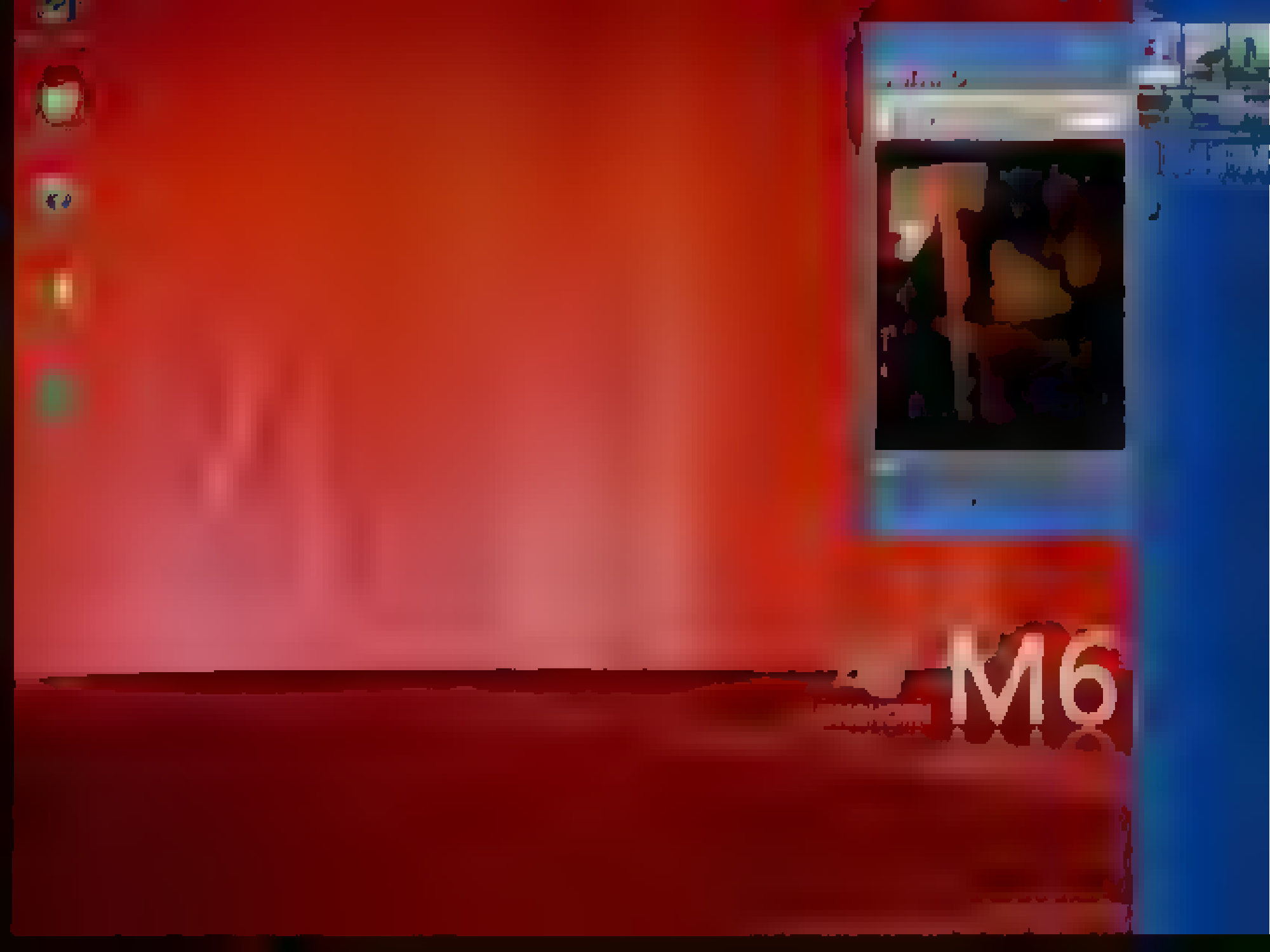
# Background

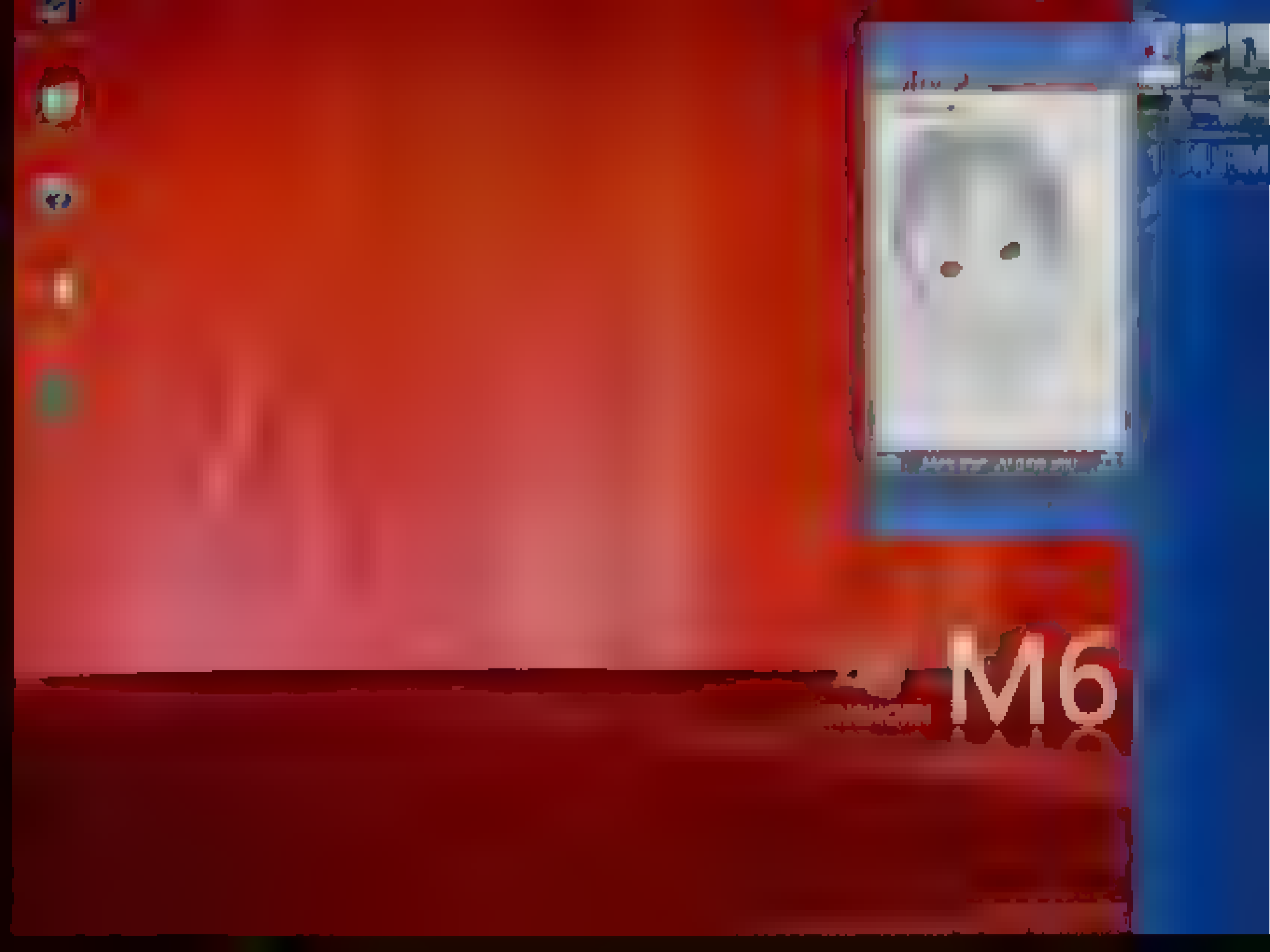
- [illegible]

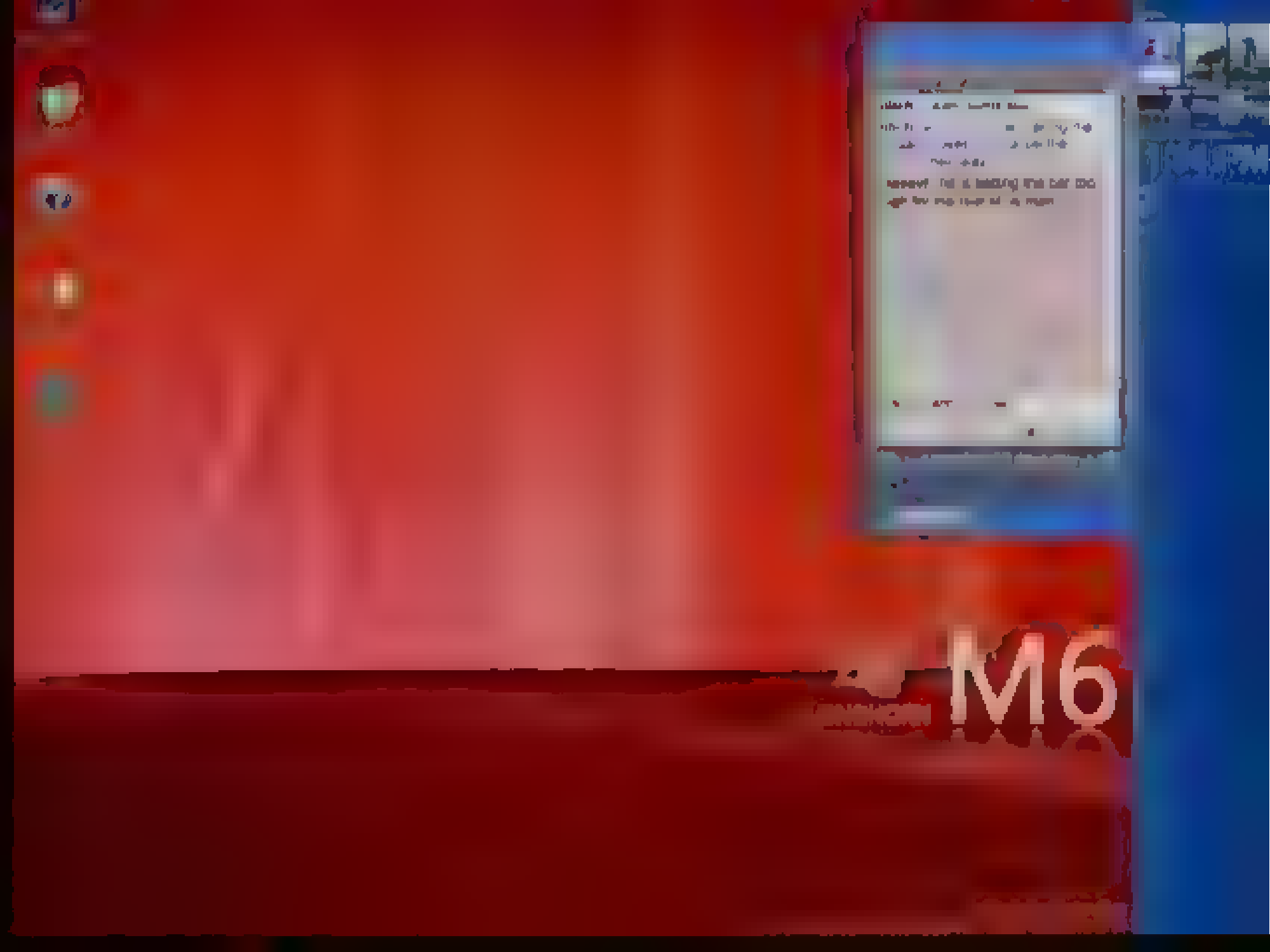
[illegible]

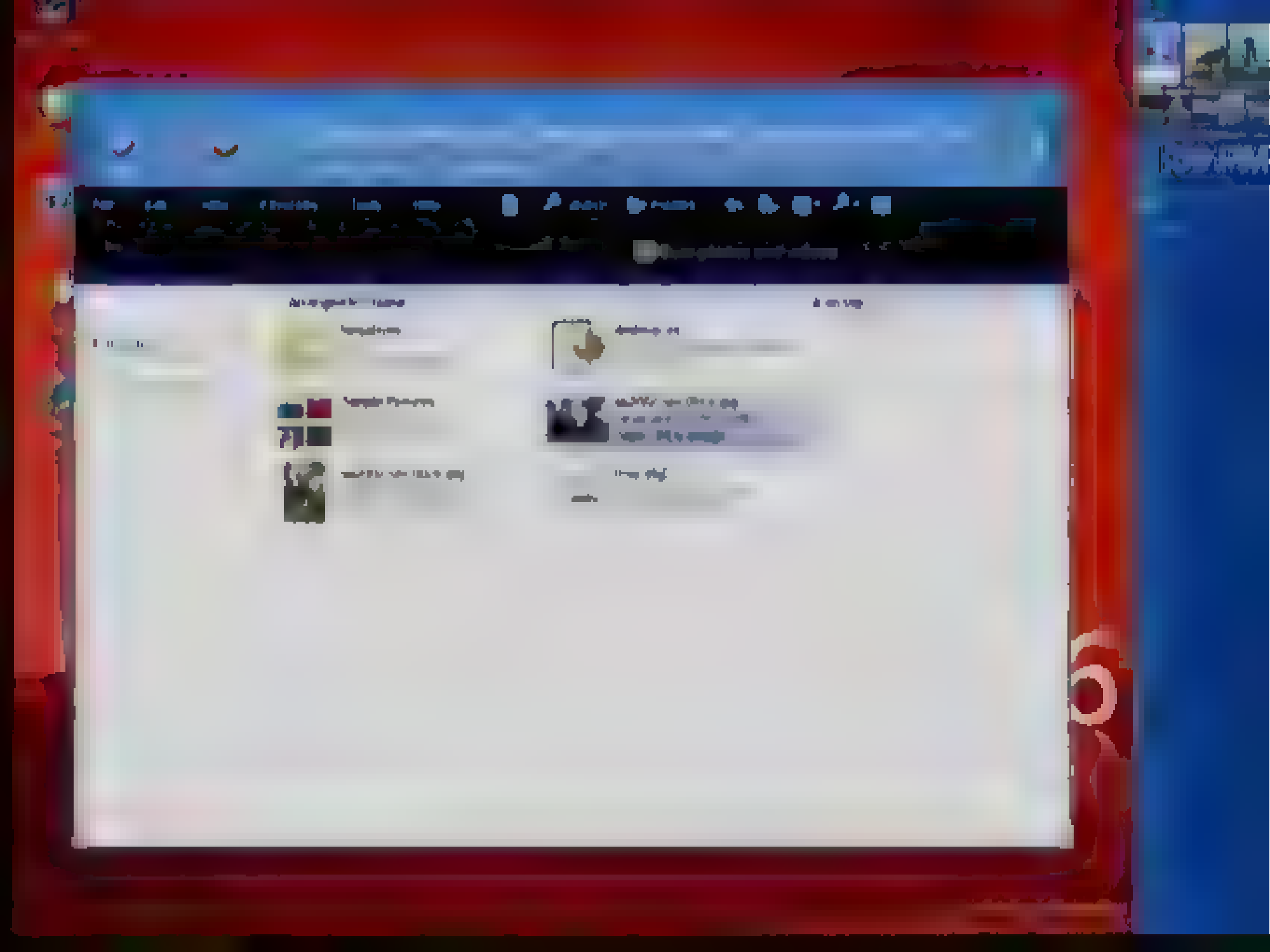
M6

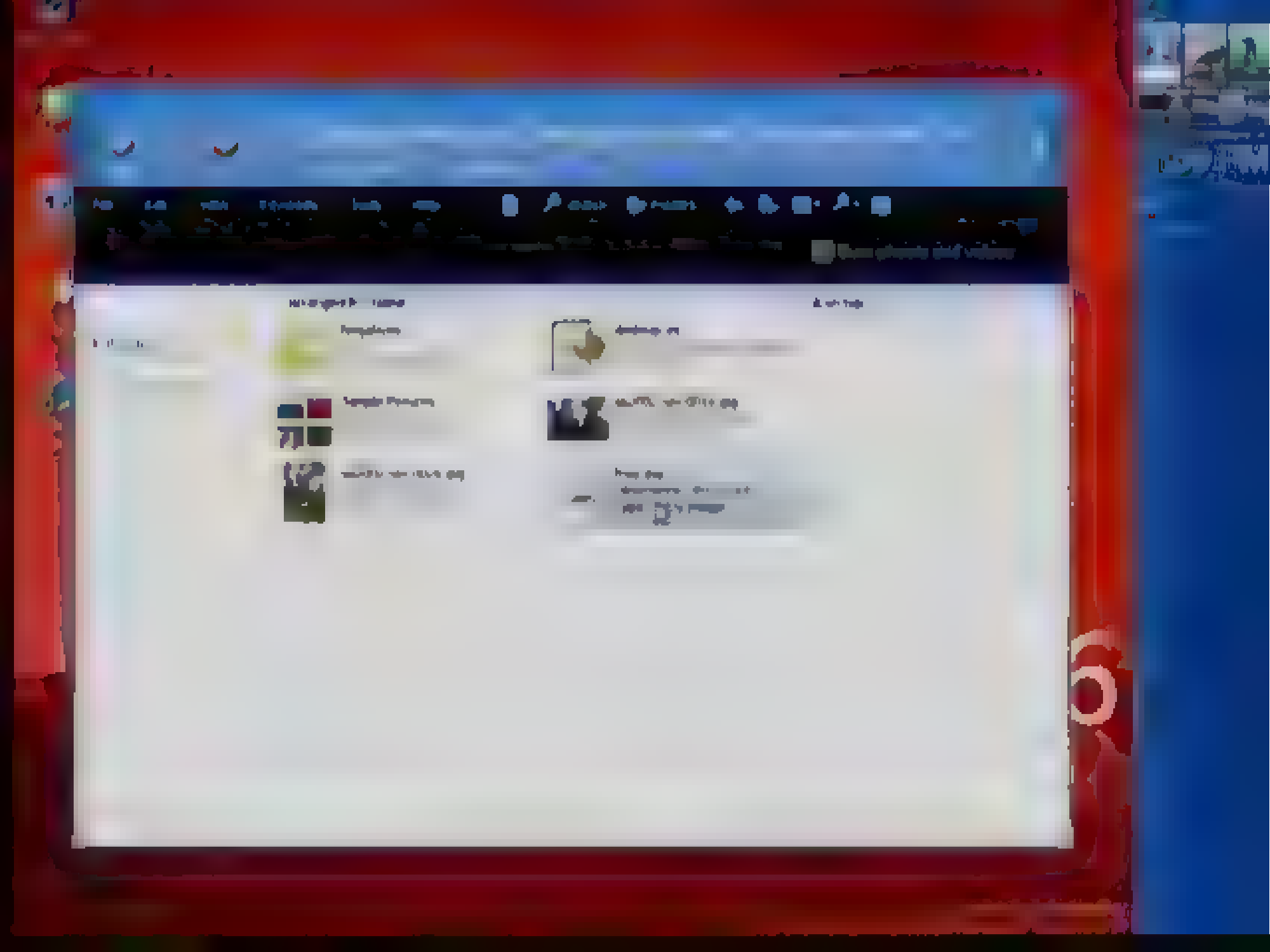

M6


M6


M6


M6





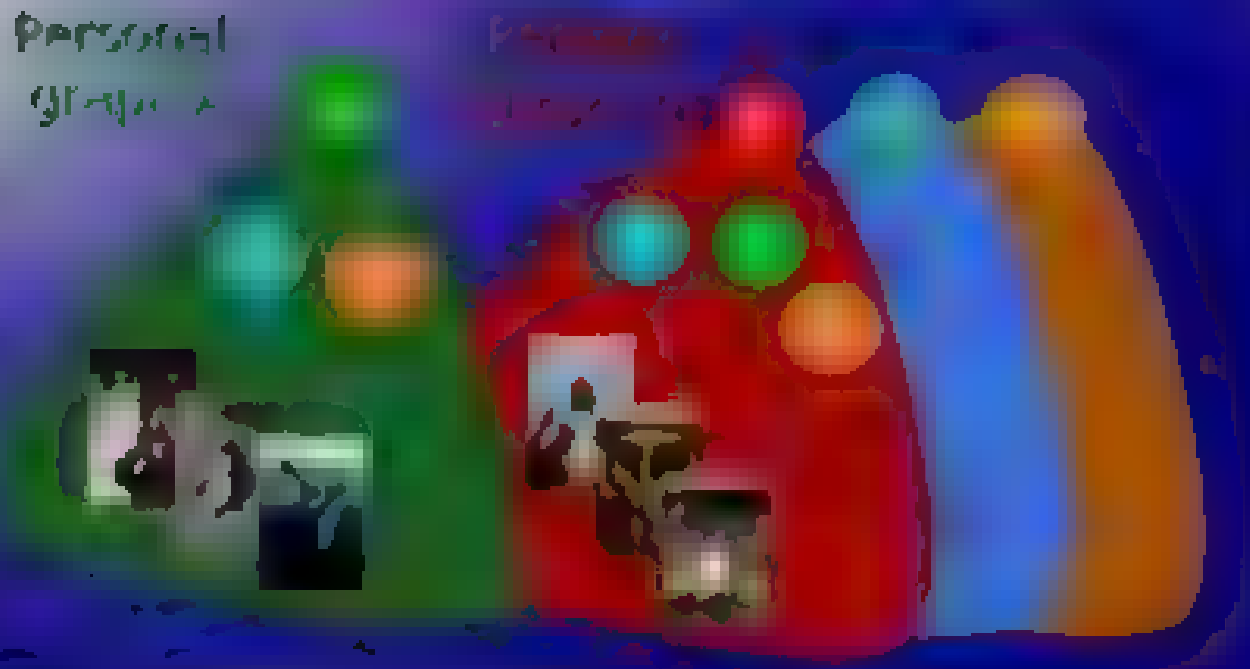
# Peernets & Flipper

- [illegible] for Flipper
  - [illegible] central server
  - [illegible] group is a distributed DB
  - [illegible] person gets propagated only to people [illegible] able to see the person
- [illegible] P2P ver. 1.0 released 7/23/2003 through MS Windows updates.

# Peernets & Flipper

- [illegible] for Flipper
  - [illegible] central server
  - [illegible] group is a distributed DB
  - [illegible] person gets propagated only to people [illegible] subscribe to see the person
- [illegible] P2P ver. 1.0 released 7/23/2003 through MS Windows updates.

# Flipper Graphs




- Annotations like 4 pictures available
- Personal graph carries
  - pictures posted by the graph owner
  - annotations to the pictures from any user
  - names of users, usage data
  - bulk of data being exchanged

# Peernets issues

- [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
- [illegible] ionality
  - [illegible] Public Peernets record level only
    - [illegible] ick picture records added since last visit
    - [illegible] supported "Get 5 people with most pictures"
- [illegible] Management issues
  - [illegible] expire, updates can be overwritten
- Application has to cache records data
  - For better user's experience, caching of pictures and other [illegible] is a must

# Next steps

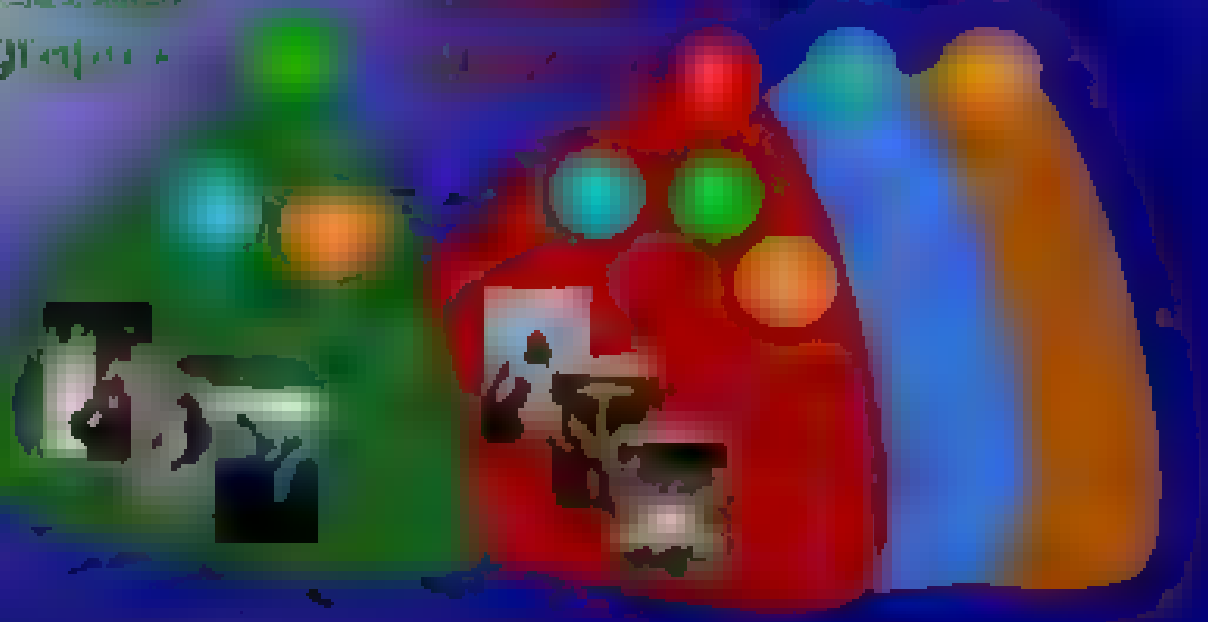
- [illegible]
  - [illegible]
  - [illegible]
- [illegible] functionality
  - [illegible] style IDs, multiple identities
  - [illegible] buddy groups for access control
- Integrate with other SCG projects
  - Wallop, PocketPC Flipper, other sharing projects

# Questions?

- Acknowledgments
  - [illegible] Swanson team, the LH Sieber team
- Contact:
  - [illegible] [illegible]@[illegible].edu, [illegible]

# Flipper Graphs

Personal graph



- Personal graph carries
  - pictures posted by the graph owner
  - annotations to the pictures from any user
  - names of users, usage data
  - bulk of data being exchanged

# Mobile Flipper

Scott Lee Fleischman
Joseph Feldmeier (MIT)
Vital Computing Group, MIT
Aug 21, 2003

Harvard Confidential

# Project Overview

- [illegible] of Flipper for pocket po phones
- [illegible] and its impact on connectedness, [illegible] enjoyment

# Demo

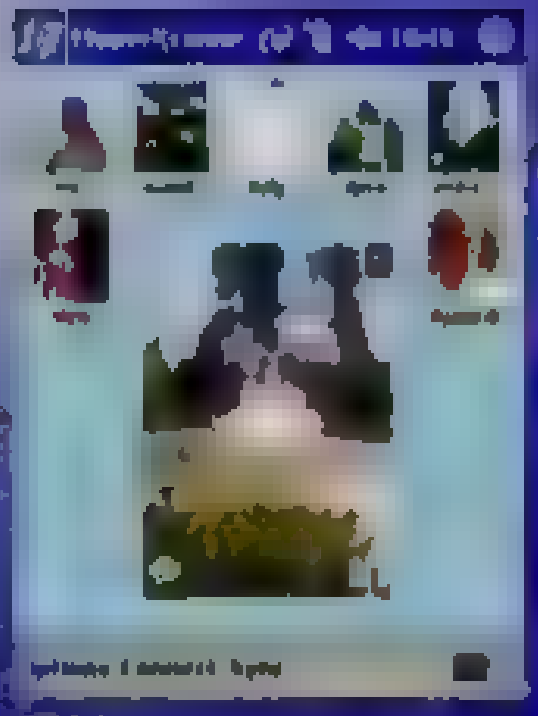
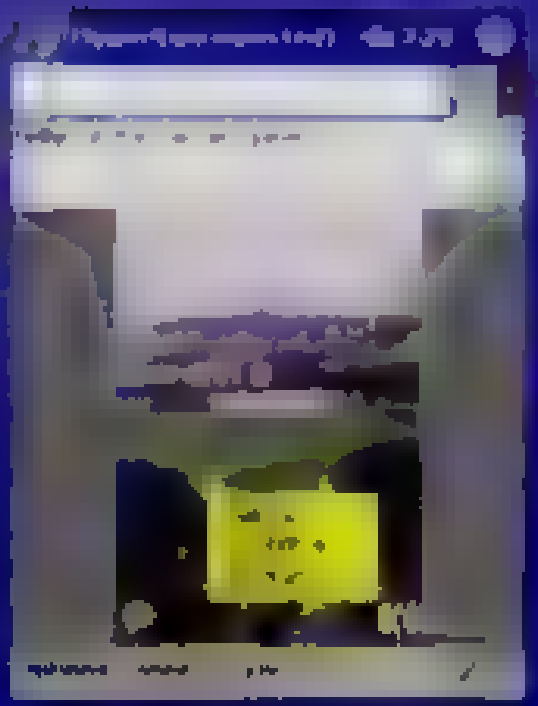
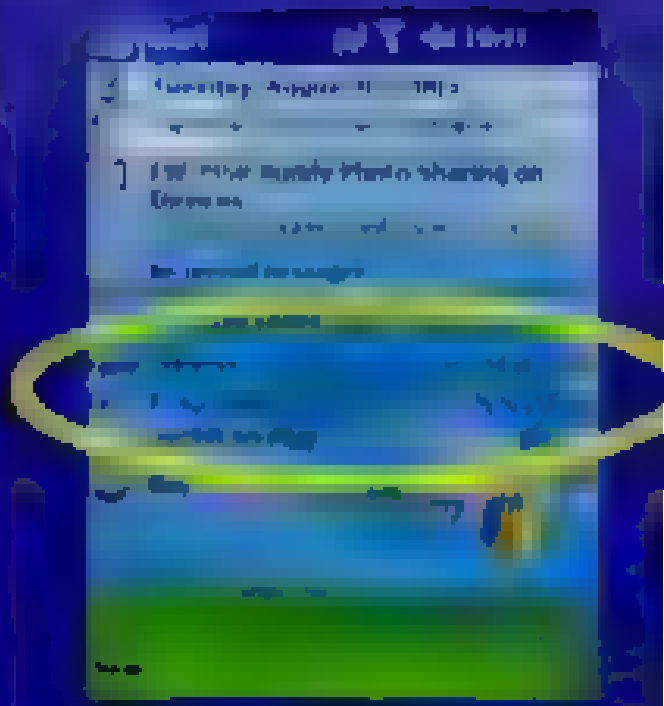


Photo manager

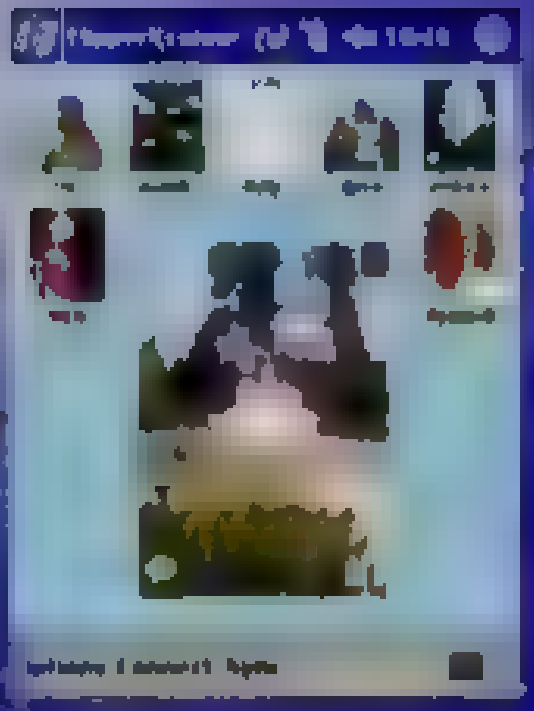


Full view



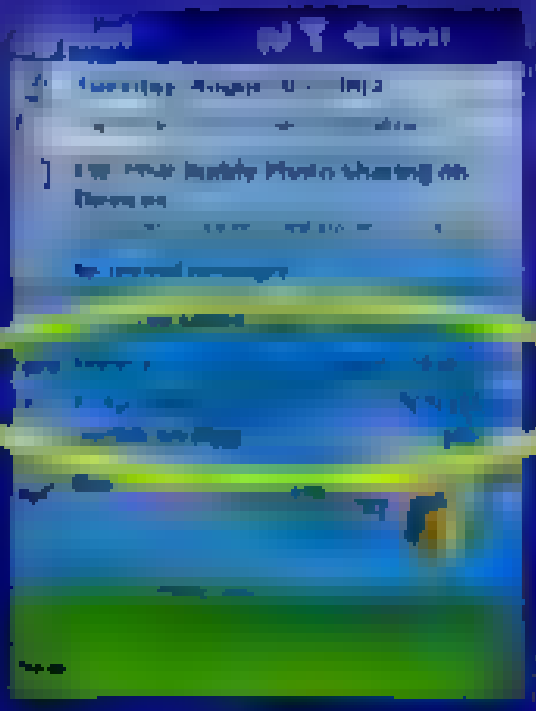
Integration with Today's Jaguar

# Demo

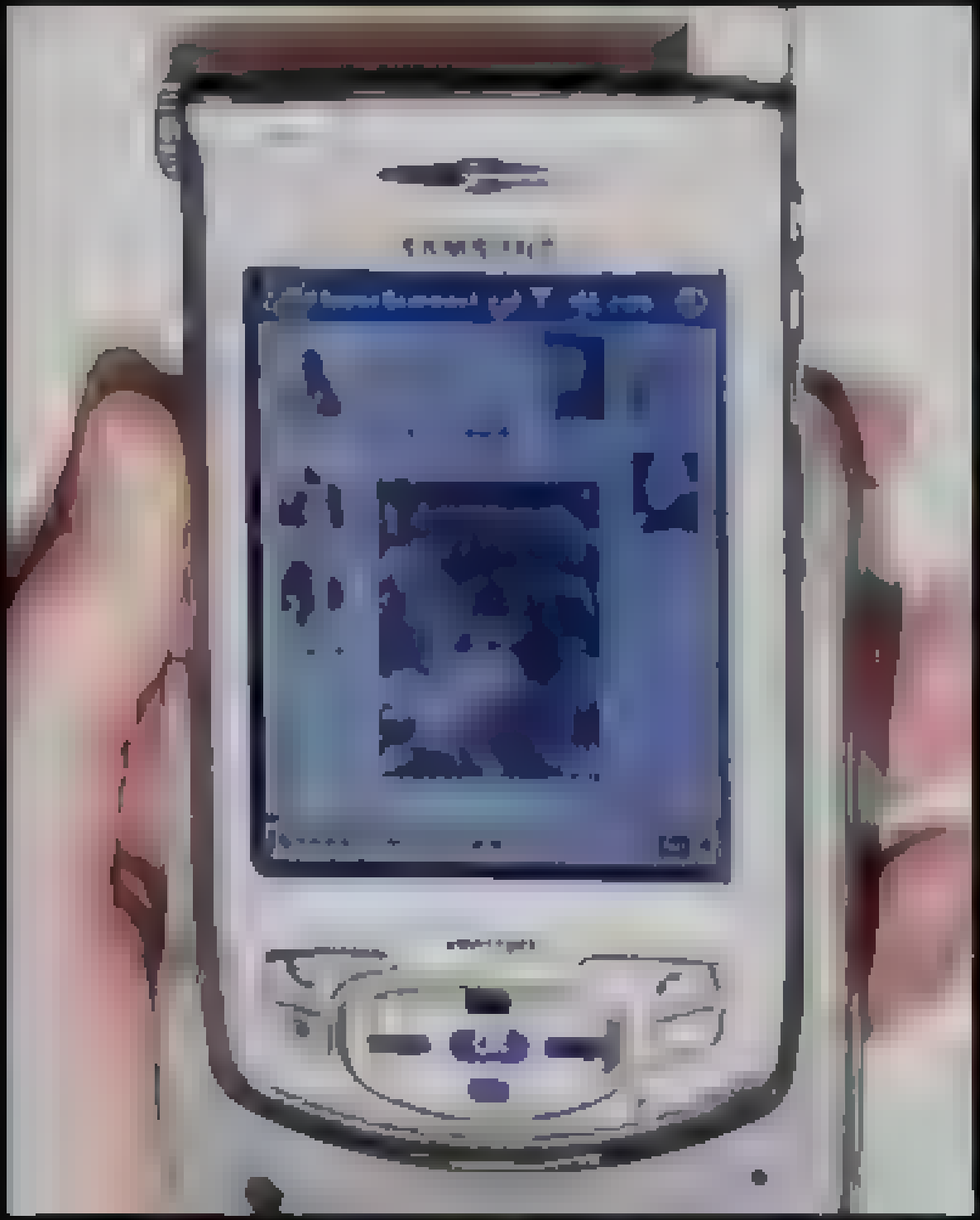


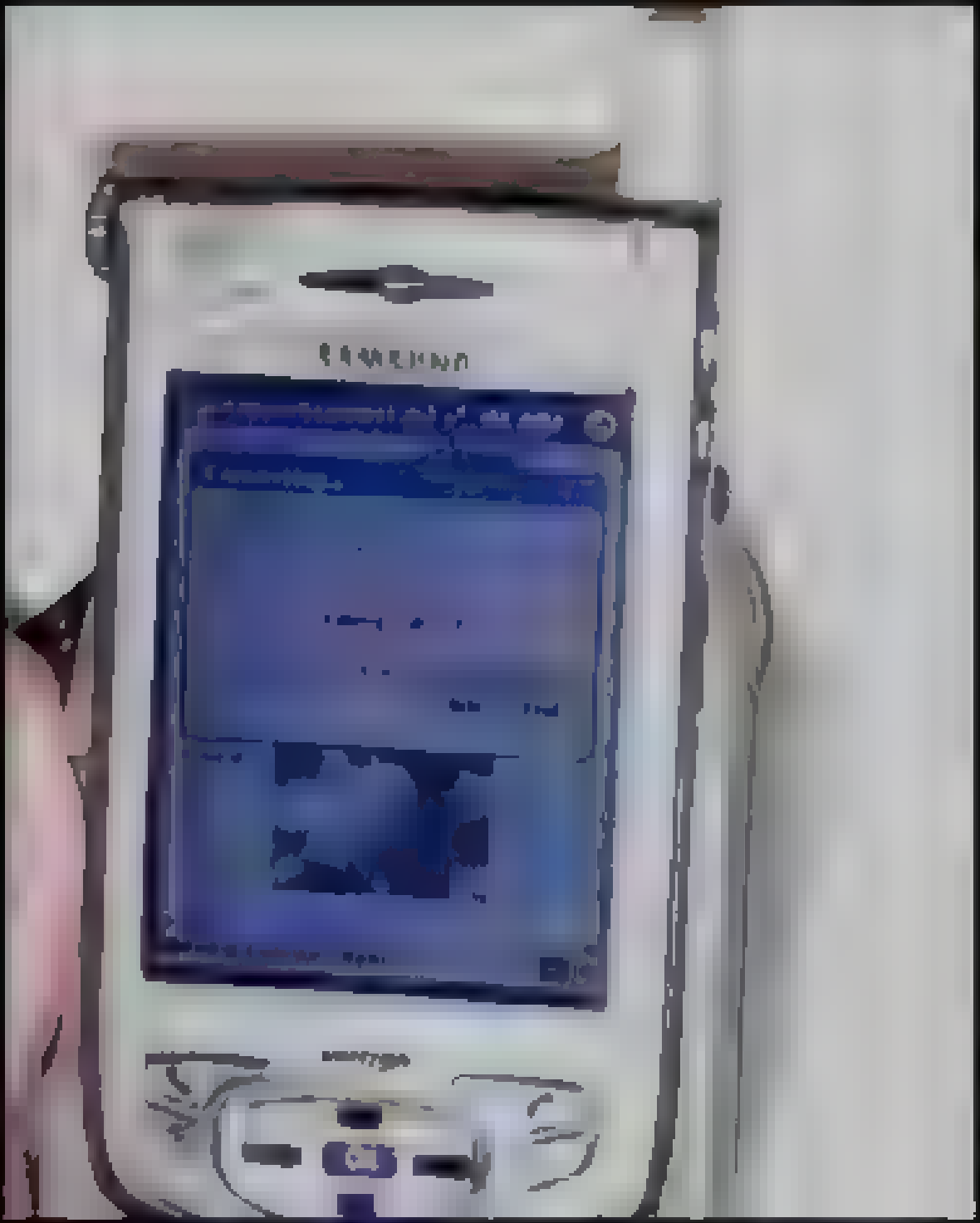
Main Screen

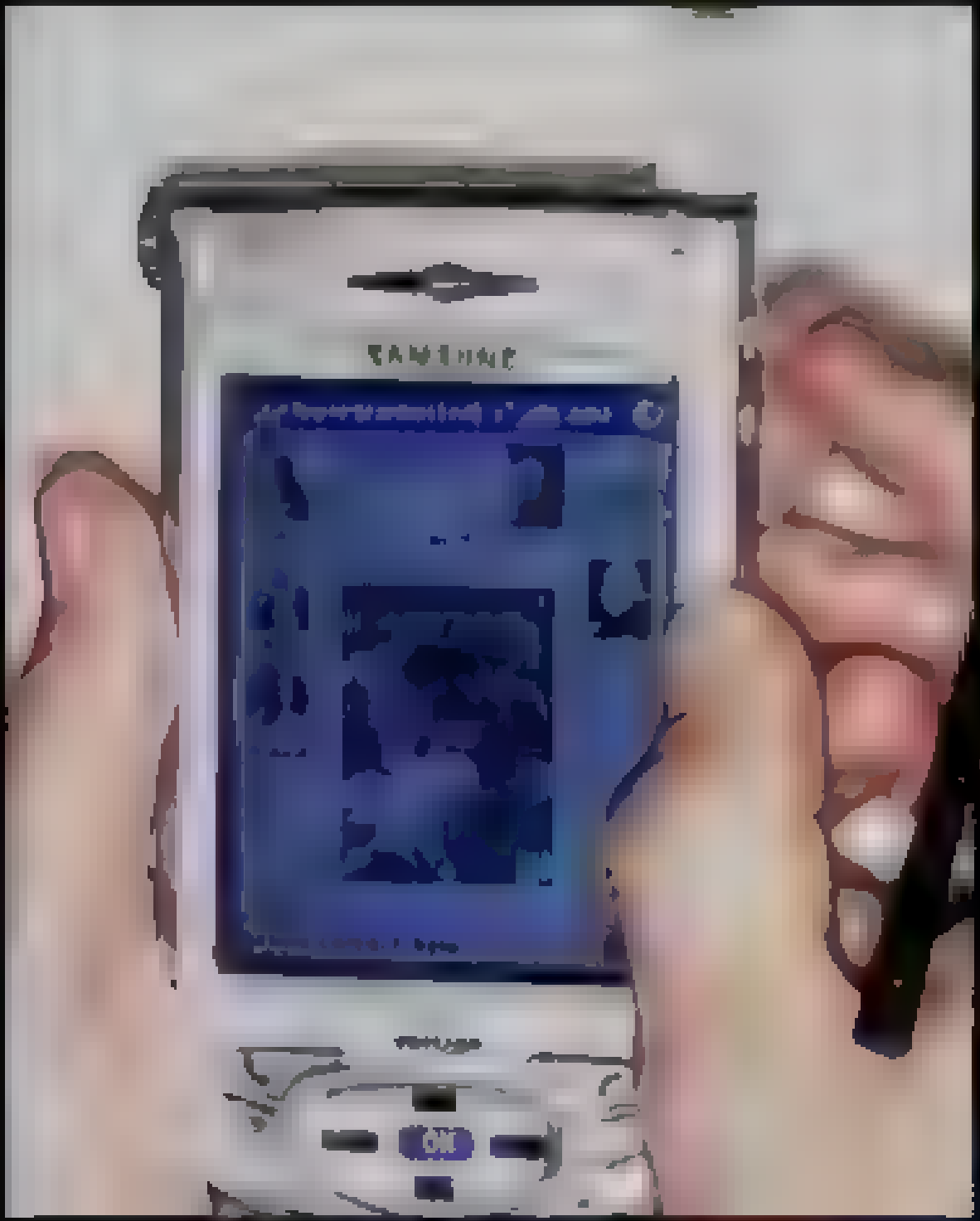
Full view

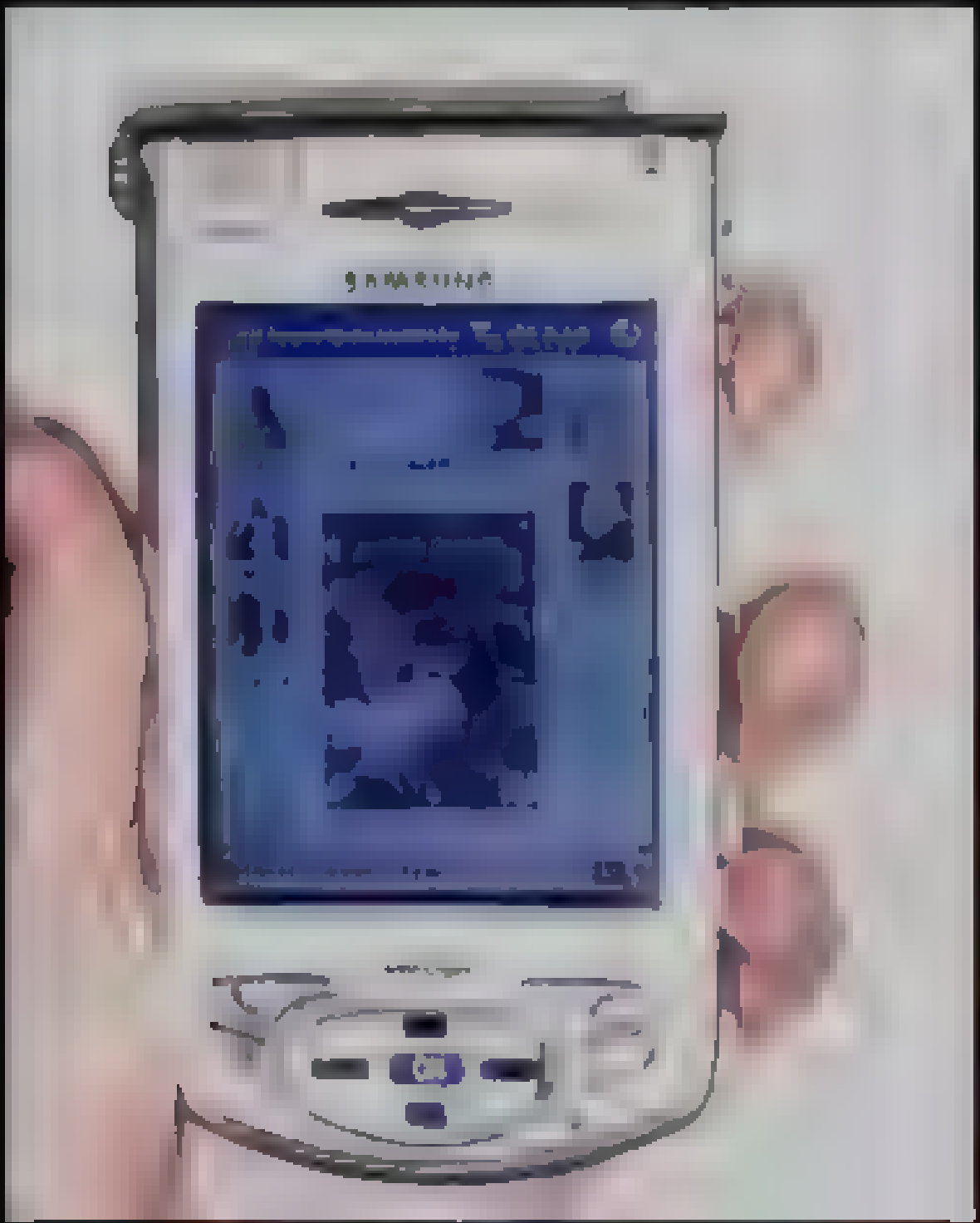


Integration with Today Screen

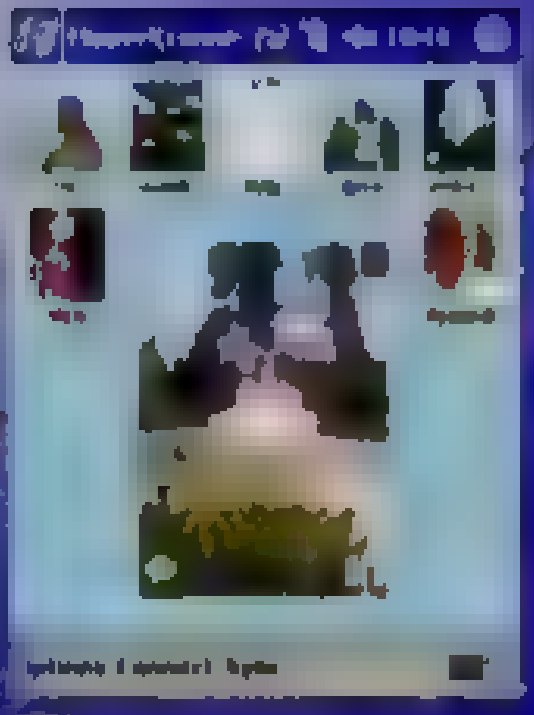


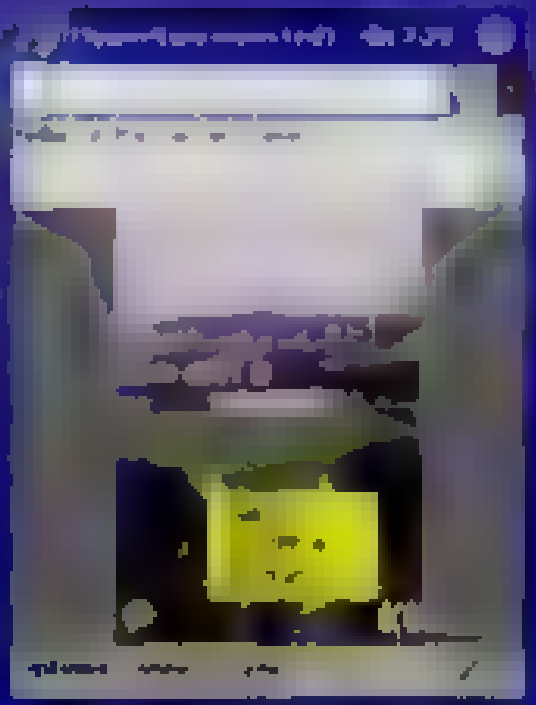



SAMSUNG

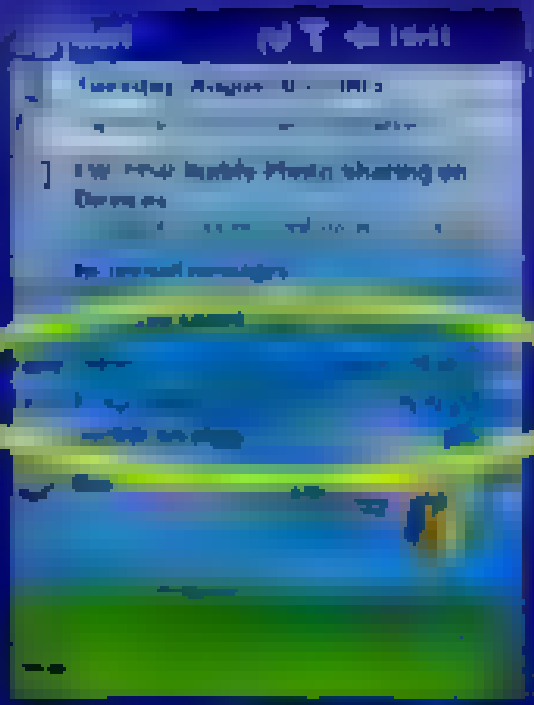

SAMSUNG

# Demo





Full view



Integration with Today Screen

# Implementation

- [illegible]ks: Framework with CM; content [illegible] minutes, mobile and desktop
- [illegible] <u>Critic issues</u>: E.g., slow & intermittent [illegible] connectivity, limited processing speed

# Implementation

- [illegible] framework with C#; content [illegible] minutes, mobile and desktop

- [illegible] <u>[illegible]cific issues</u>: E.g., slow & intermittent [illegible] connectivity, limited processing speed

# Desktop v. Mobile Content

- [illegible]
- [illegible]
- [illegible]
- [illegible]

Overall more informal, immediate!

Better sense of life presence?

# Desktop v. Mobile Cont

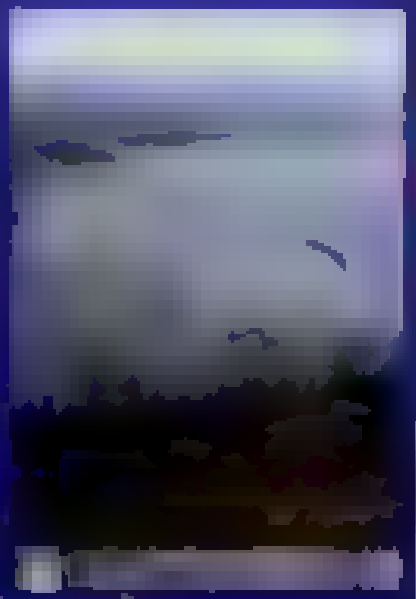
- [illegible]
- [illegible]
- [illegible]
- [illegible]

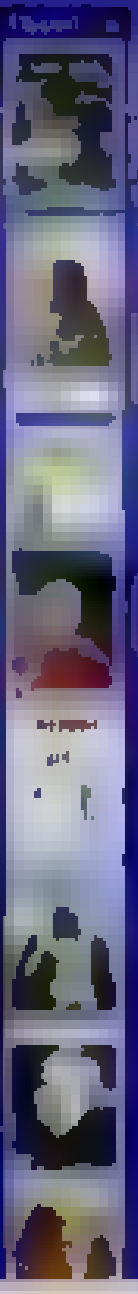
Overall more informal, immediate!

Better sense of life presence?

# Desktop v. Mobile Cont

- [illegible]
- [illegible]
- [illegible]
- [illegible]



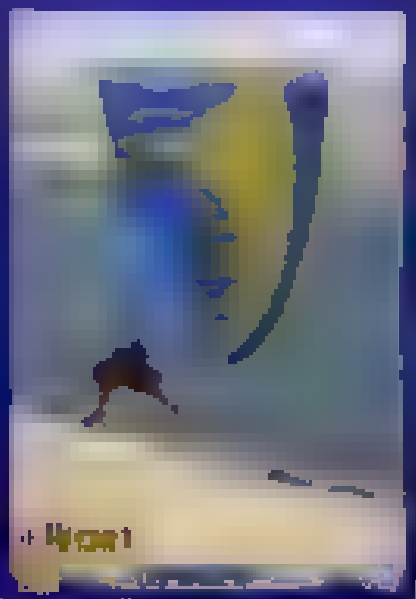


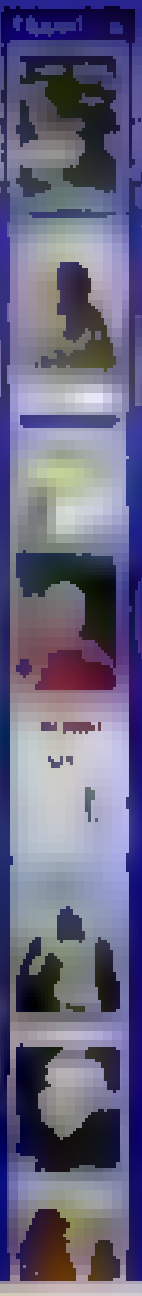
Overall more informal, immediate!

Better sense of life presence?

# Desktop v. Mobile cont.

- [illegible]
- [illegible]
- [illegible]
- [illegible]





Overall more informal, immediate!

Better sense of life presence?

# Desktop v. Mobi

Overall: more informal, immediate!

Better sense of life presence?

# Desktop v. Mobil

- [illegible]
- [illegible]
- [illegible]
- [illegible]

Overall more informal, immediate!

Better sense of life presence?

# Desktop v. Mobil

- Overall more informal, immediate!
- Better sense of life presence?

# Field Study

- Digital camera phone
- Desktop Flipper

Behavioral: photo sharing, viewing, commenting

Subjective: sense of connectedness, group cohesion, feeling of being social, enjoyment

# Results

[illegible]

[illegible] by mobile users

| | Desktop users | Mobile and desktop users | |
|---|---|---|---|
| | | Total | Mobile only |
| Photos shared | 11 (11) | 19 (7) | 13 (6) |
| Comments | 3 (3) | 6 (5) | 1 (1) |

[illegible]

# Summary & Next Steps

- Images: how/why fade photos over time?
- Grouping for more specific authoring
- Additional studies, deployment

# Peripheral Social Awareness and Smart Convergence

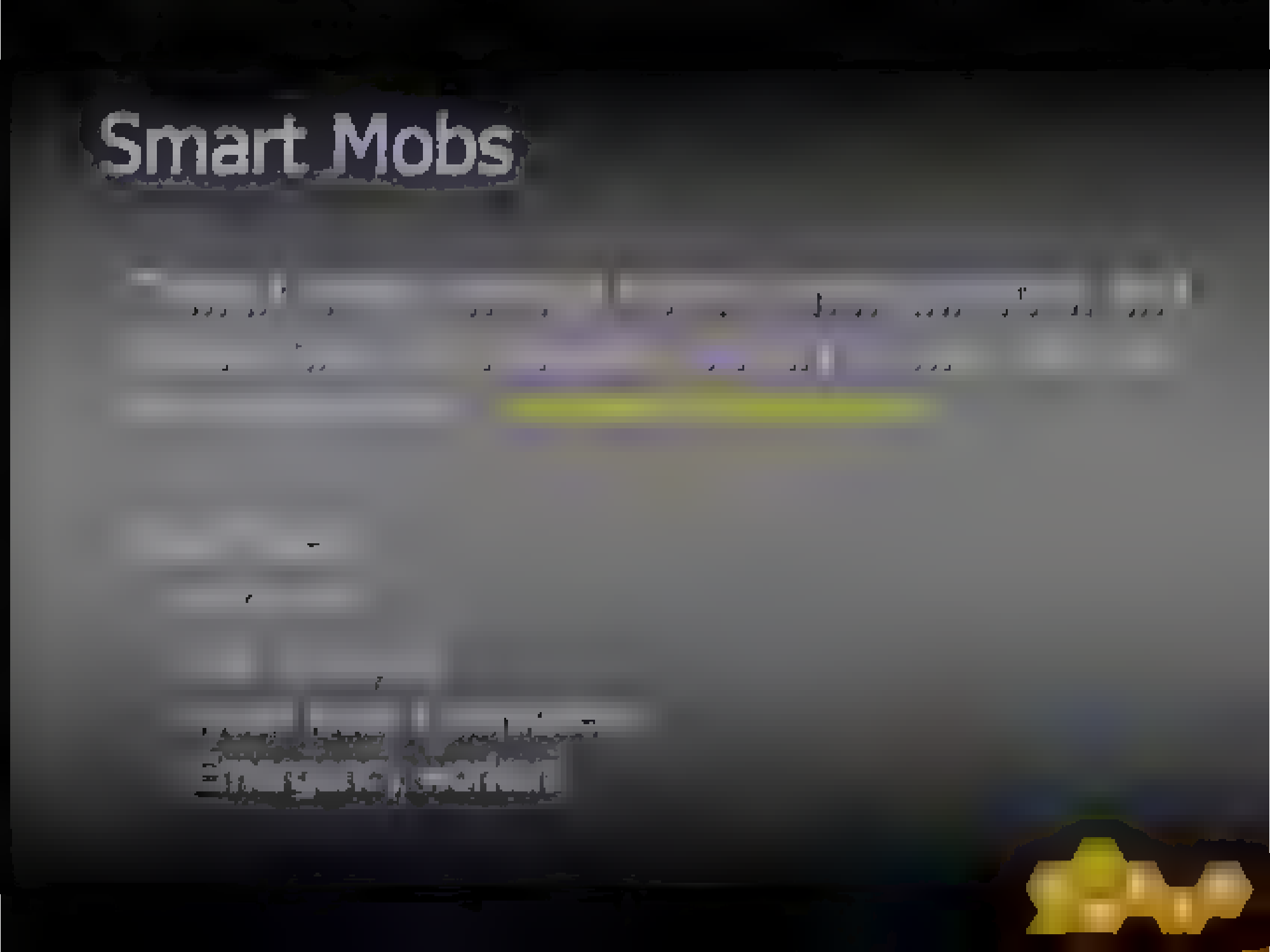
[illegible]

[illegible]

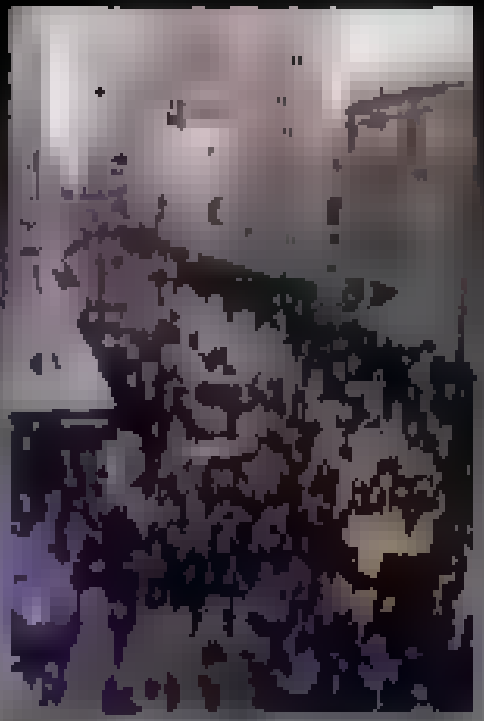
Aug 28, 2007

Microsoft Confidential

# Smart Mobs



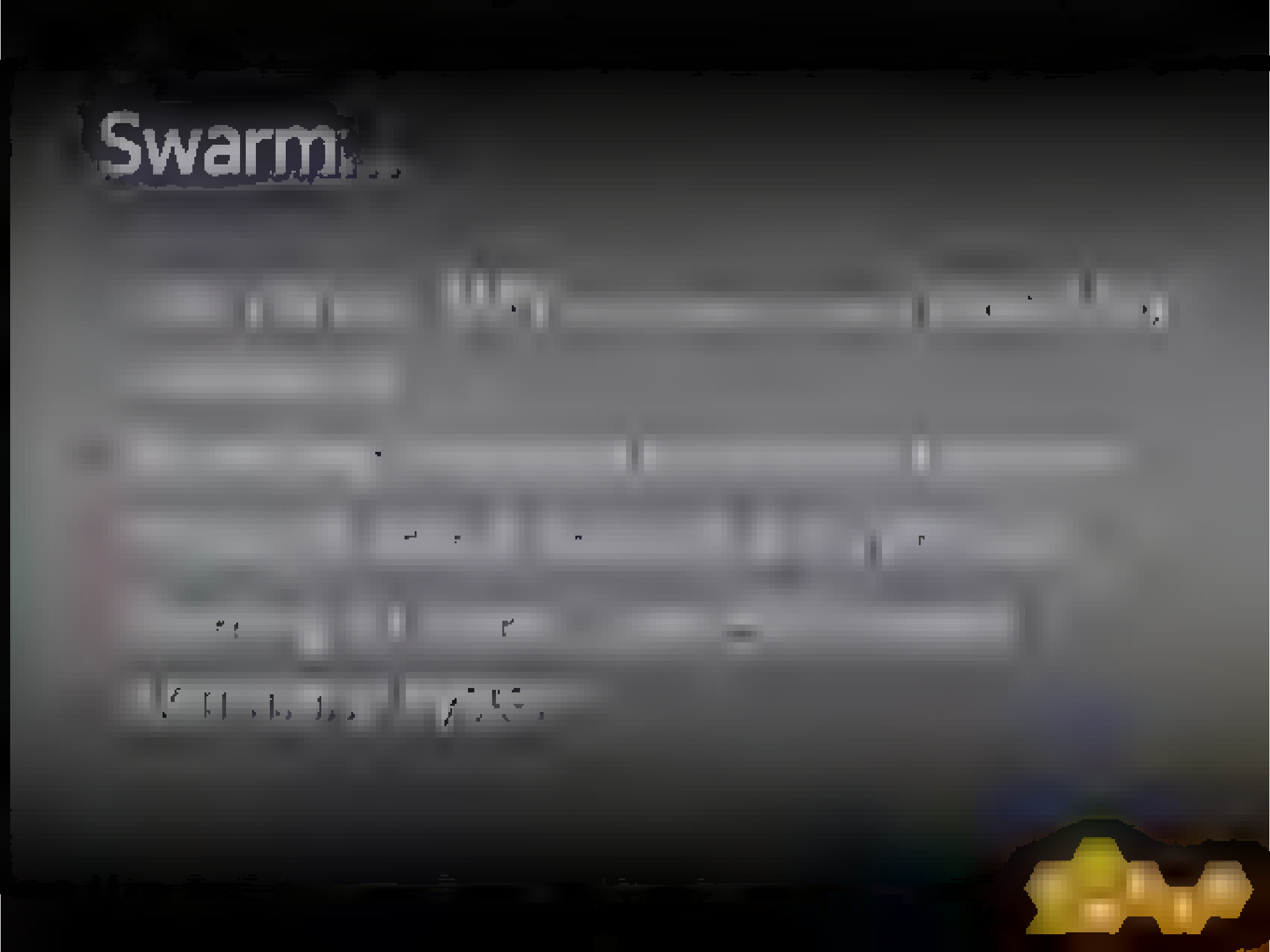
# Smart Mobs in Action



# SWARM Goals

not interactive, but not mobile

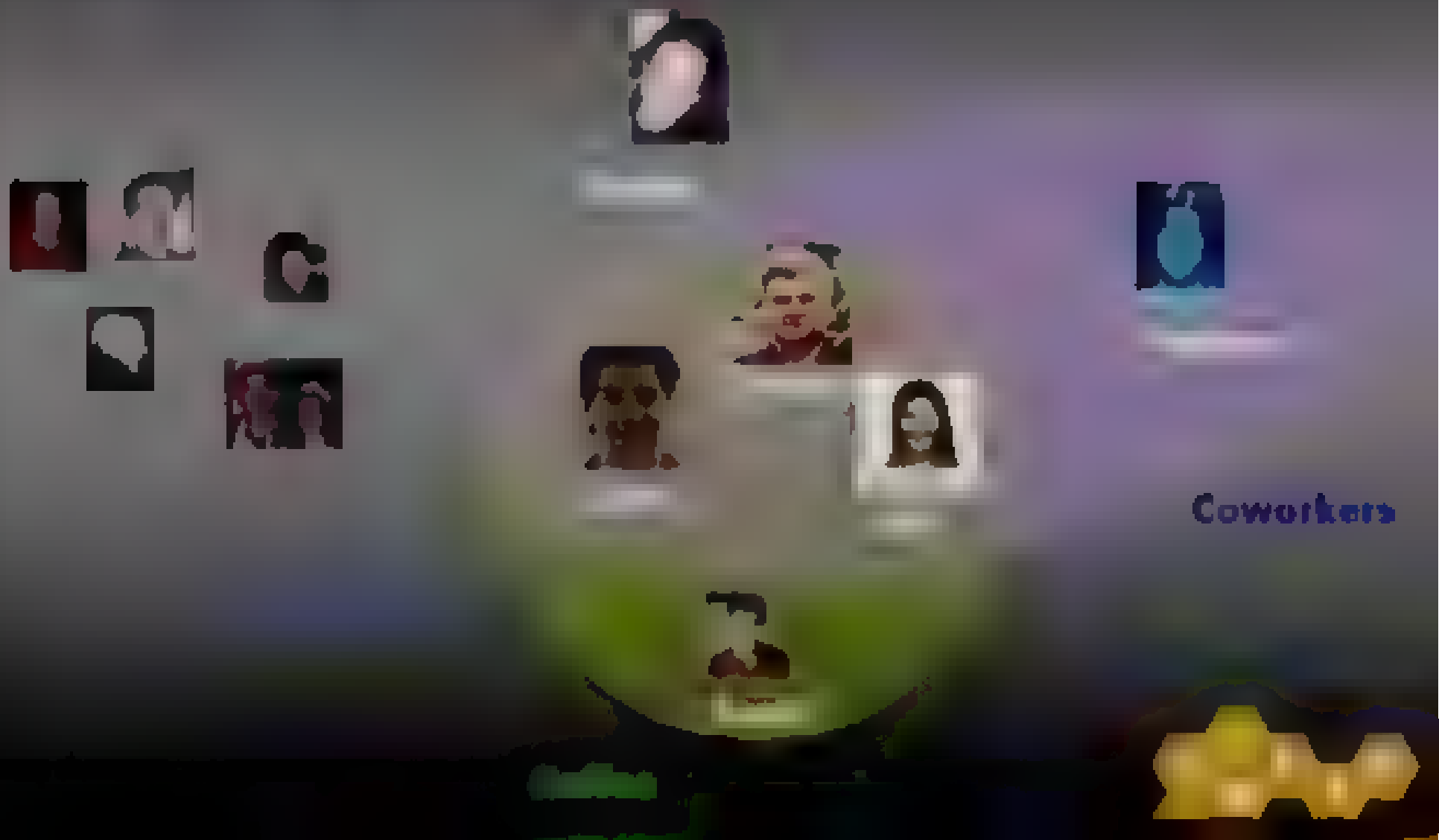
# Swarm...



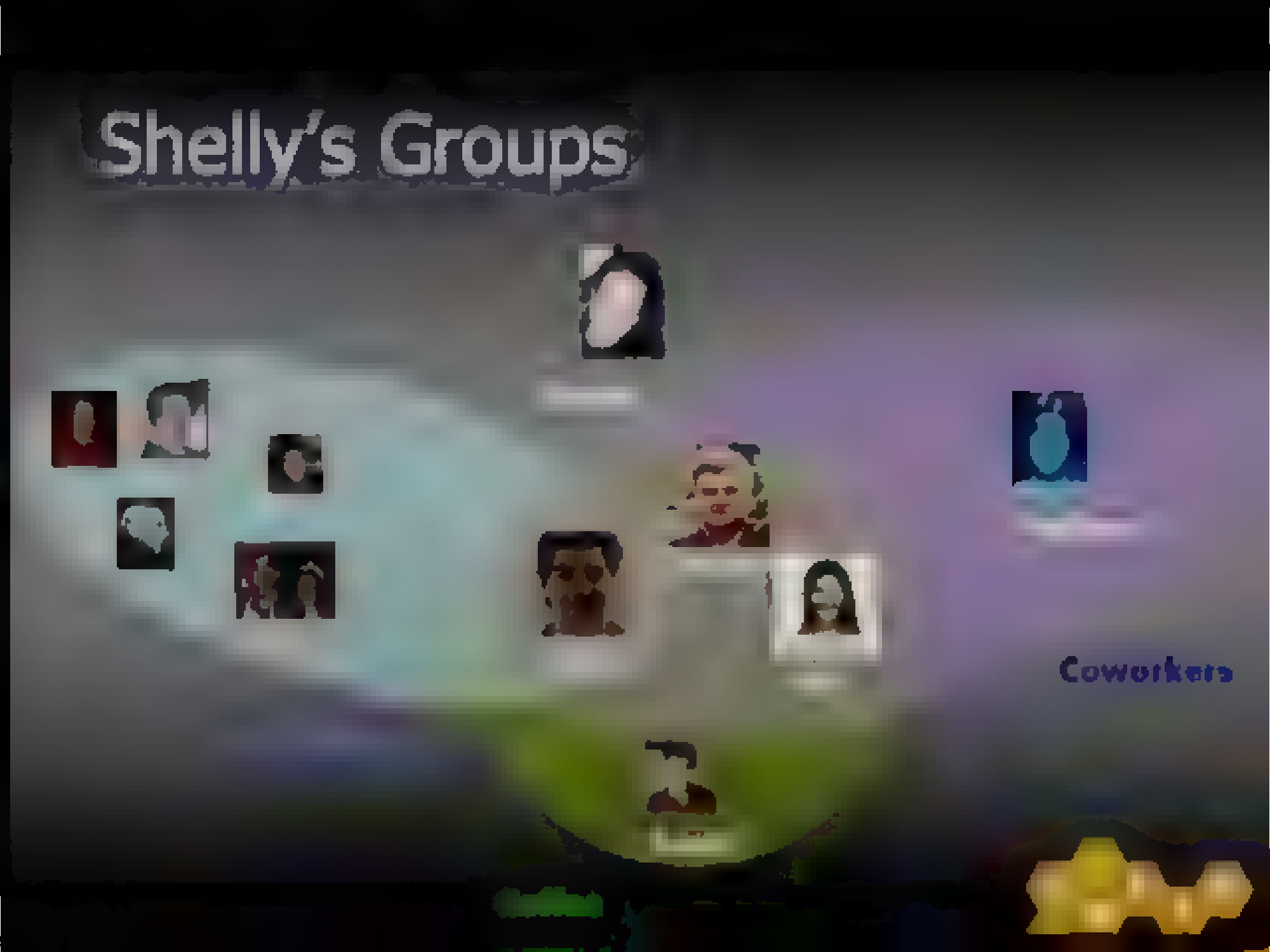
# Architecture

# Shelly's Groups

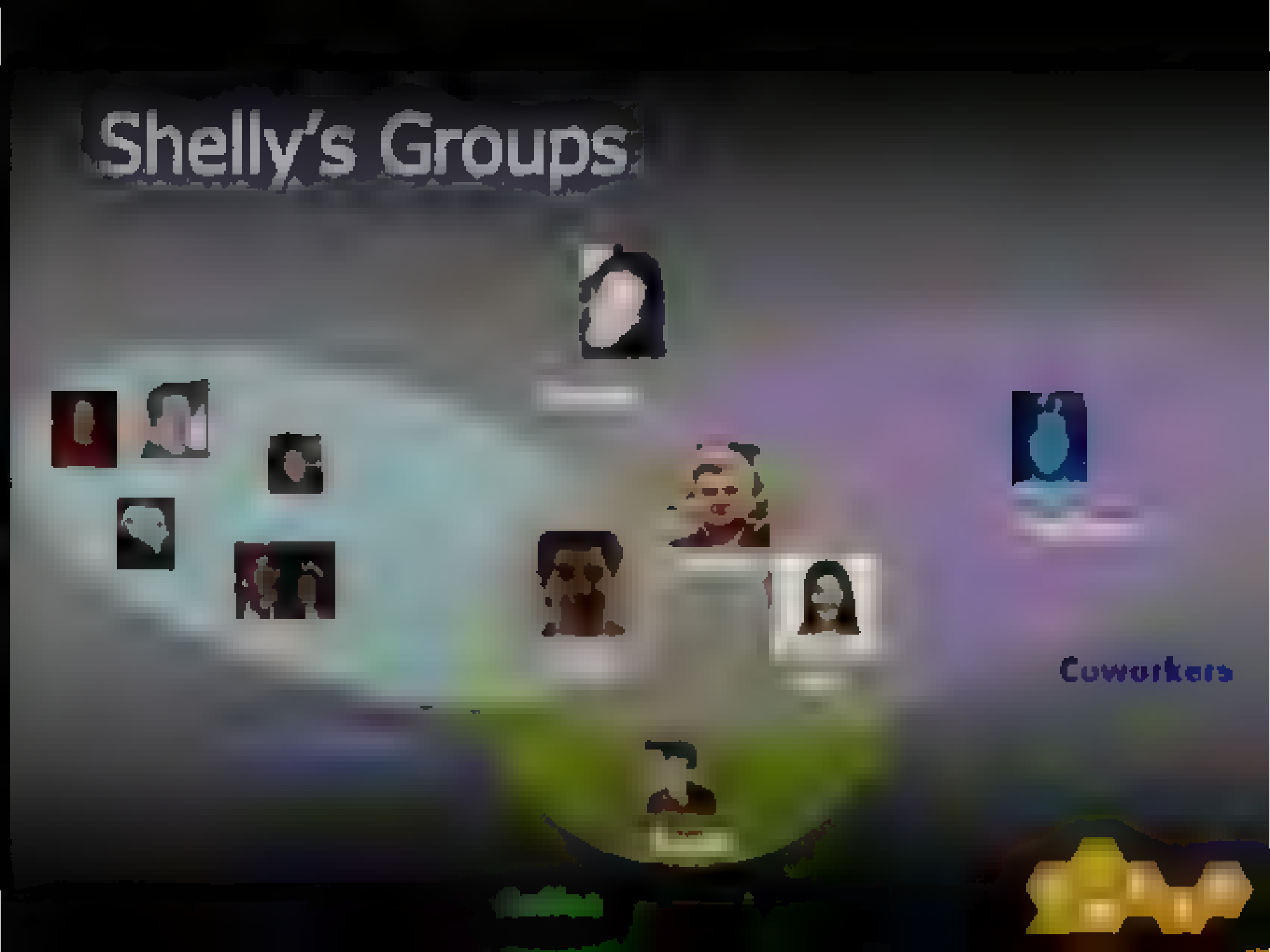
# Shelly's Groups



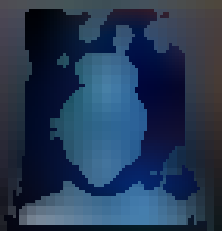
# Shelly's Groups



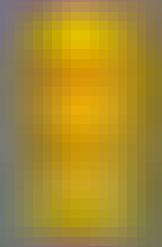
# Shelly's Groups

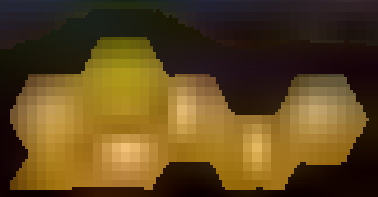


# Scenario

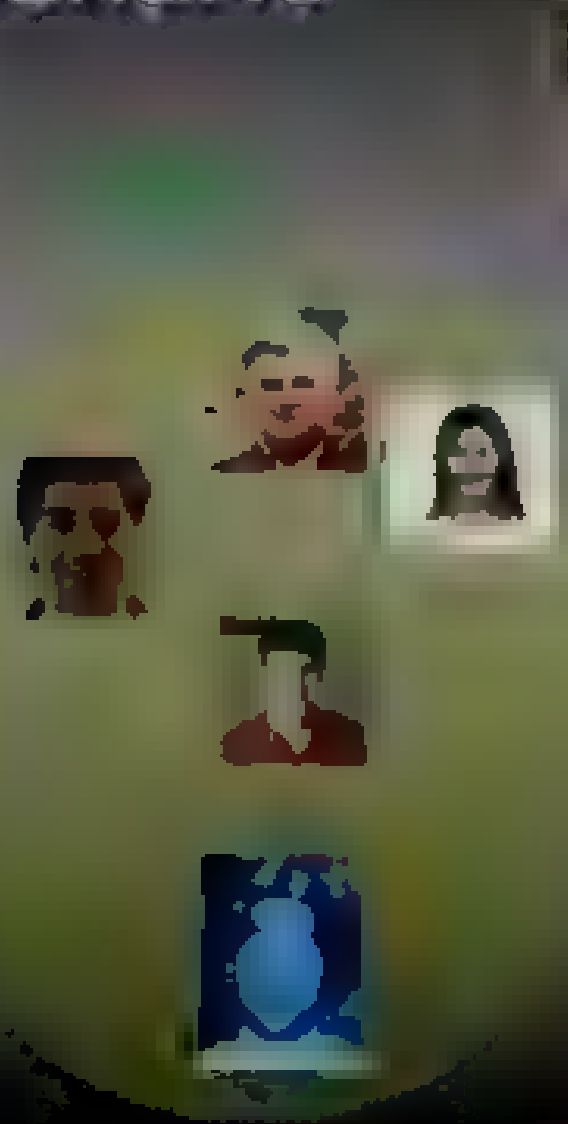


Trudy : Add Pedicure
16508237747 in <office>

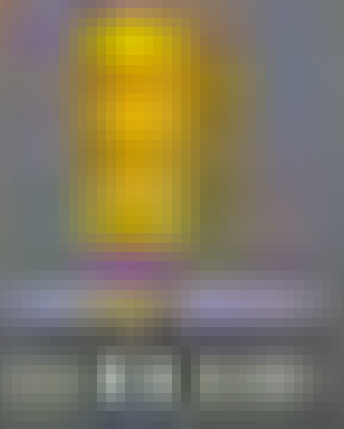


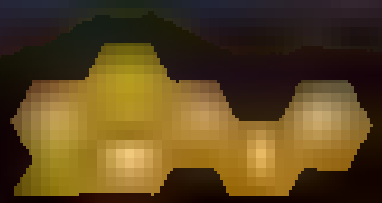


# Scenario

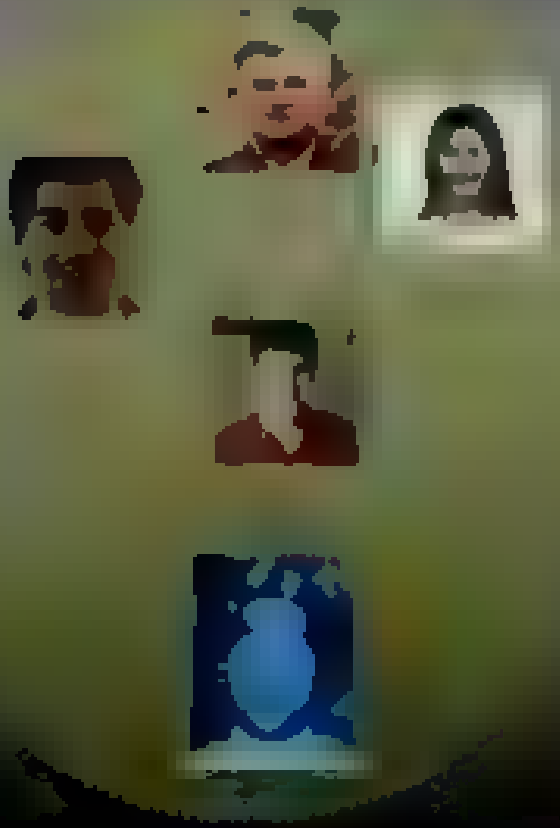


Sends <Add Podium
16308237747 to <office>

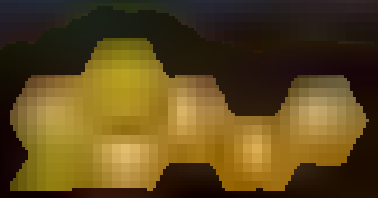




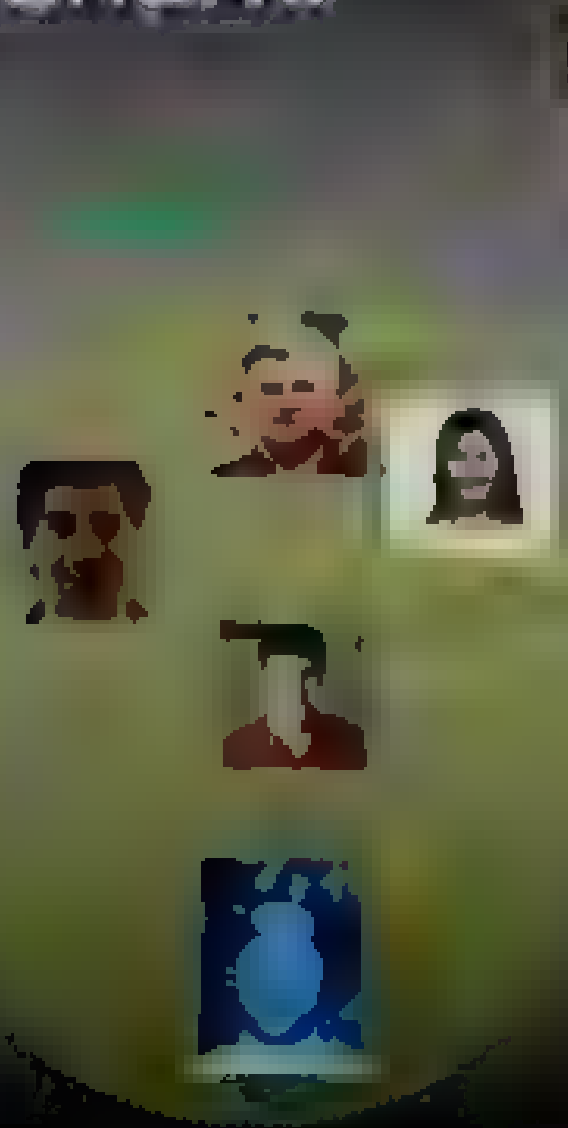
# Scenario



Sende <Coffee Coffeine?> to vincent



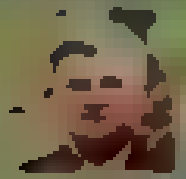
# Scenario

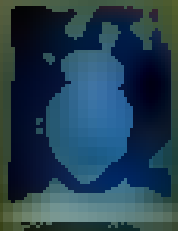


Sends <Coffee caffeine?> to room

Receives <Shelly caffeine/>

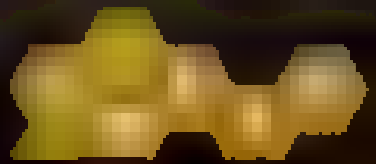
# Scenario





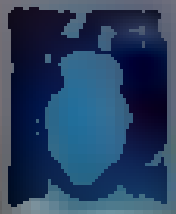
Sends <(office caffeine?)> to swarm

Receives <shelly (affeine/)>

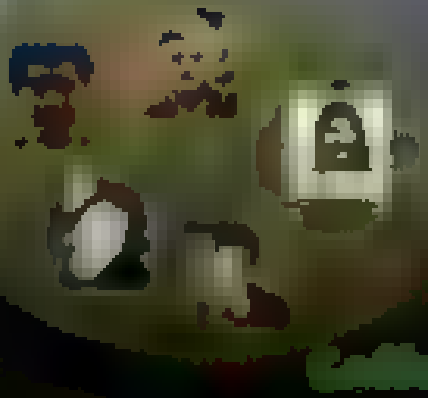


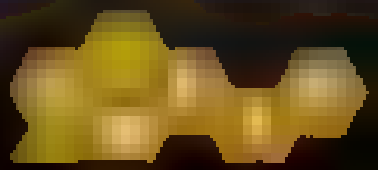
# Scenario

Sends < Give Pedram
<coffee> to swarm

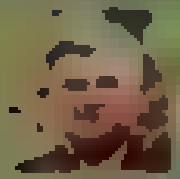


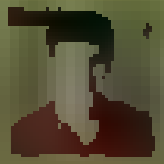
Receives < Shelly gave you
genius <coffee>

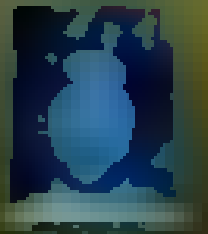




# Scenario

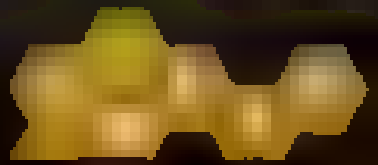






Sends <Coffee caffeine?> to swarm

Receives <Shelly caffeine/>



# Commands

[illegible]

[illegible]

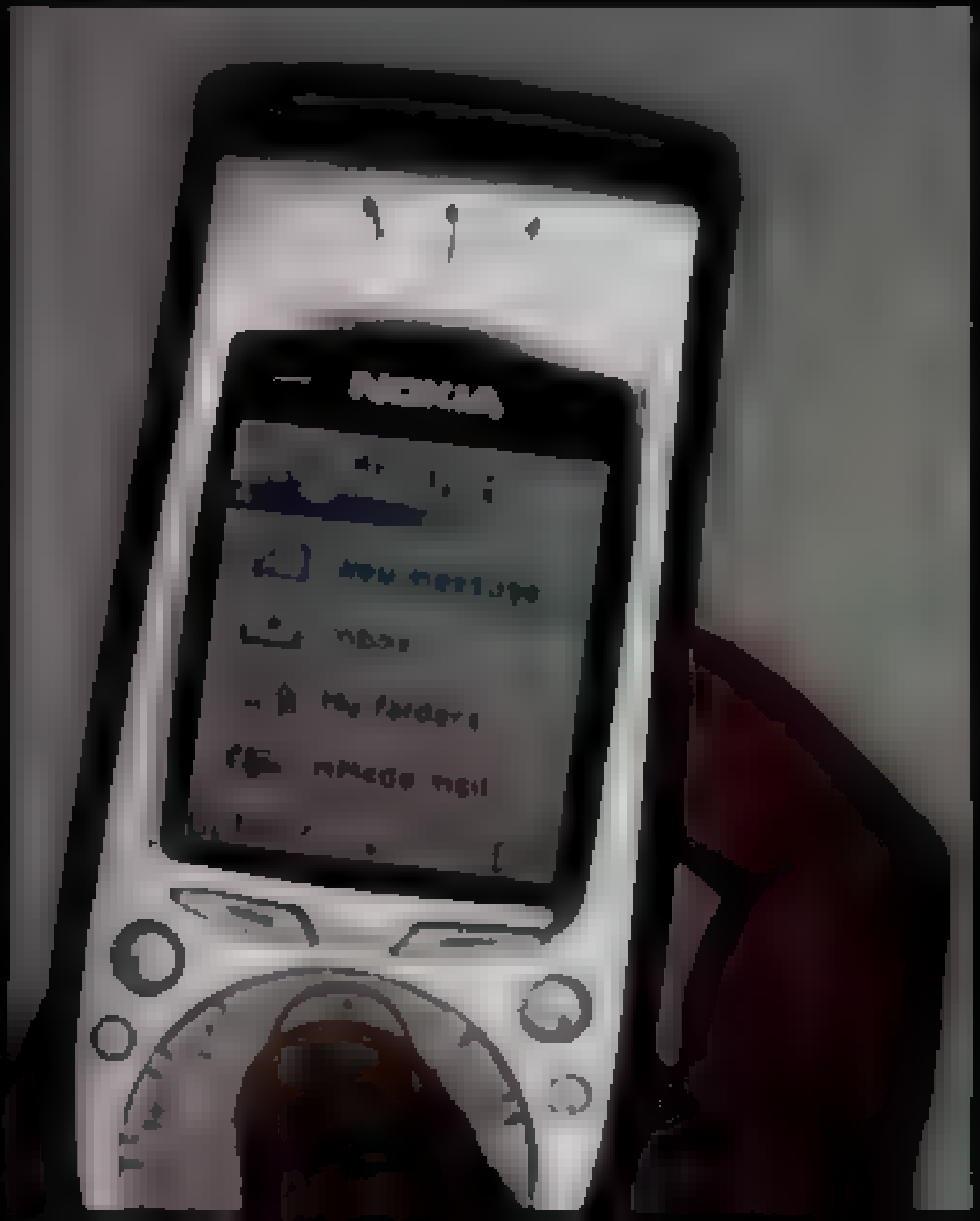
[illegible]

# Measuring Success

# Summary & Next Steps

SMS Swarm @ 125 445 0251

NOKIA


NOKIA

# Canopus

## Navigating the Blogosphere

Meredith Finkelstein, NYU
Sean Kelly
Computing Group, Intel

Aug 21, 2008

# Problems in Blogging

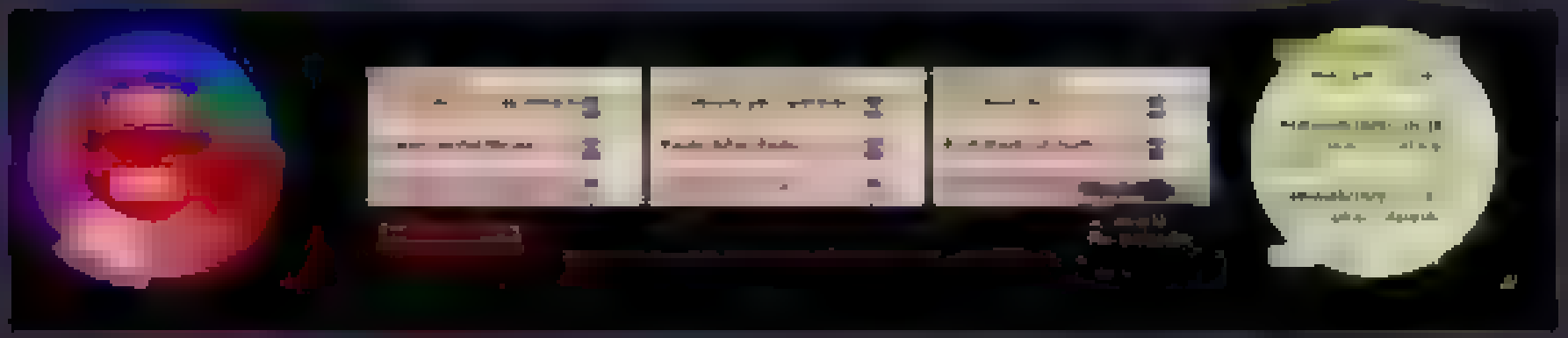
- There are so many blogs out there, how can I discover blogs I care about?

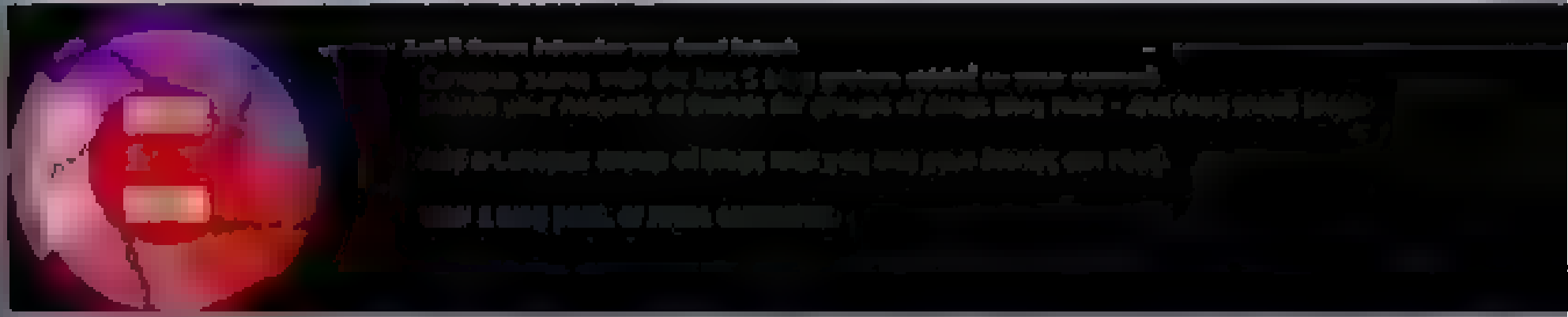
- It takes too much time to read my blogs, how do I skim through them?

- My blog comments get lost, how can I have a conversation around a post?

# Canopus Solution

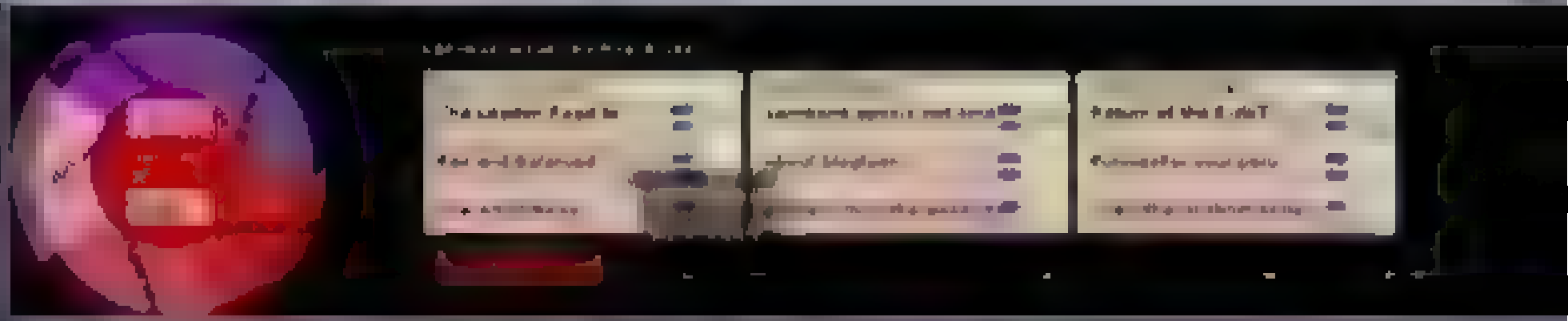
- Find blogs through your friends' (social network)
- Poll blogs and read them on your desktop
- Converse with your social network around a post
- Use syndication (RSS) and Weblog APIs



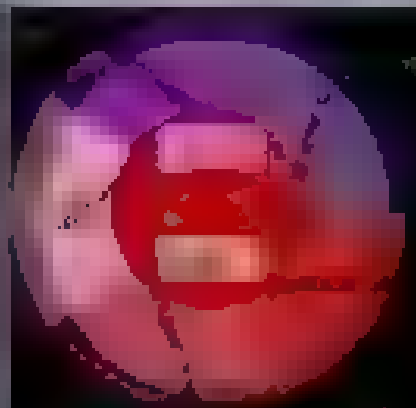


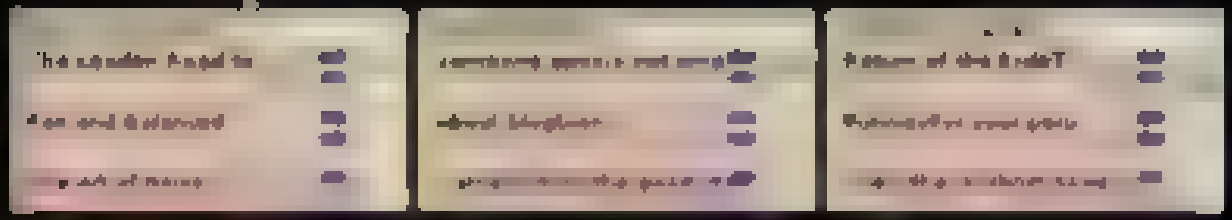
- Converse with your social network around a post
- Use syndication (RSS) and Weblog APIs

- Poll blogs and read them on your desktop
- Converse with your social network around a post
- Use syndication (RSS) and Weblog APIs



- Poll blogs and read them on your desktop
- Converse with your social network around a post
- Use syndication (RSS) and Weblog APIs



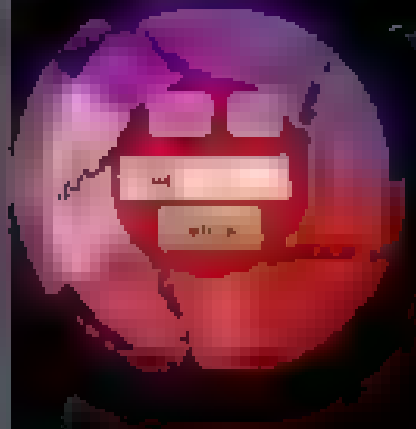


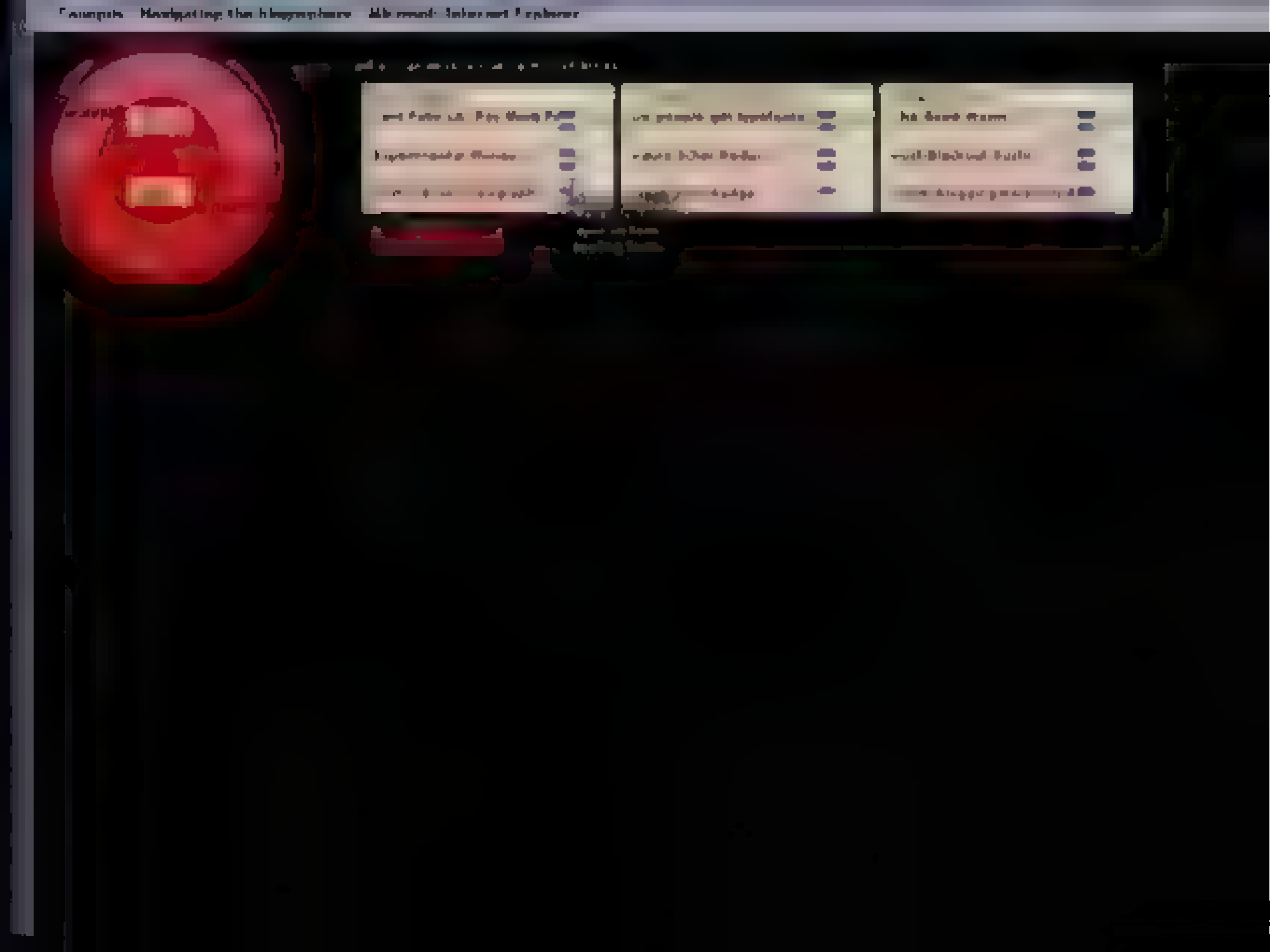
# Three-Toed Sloth

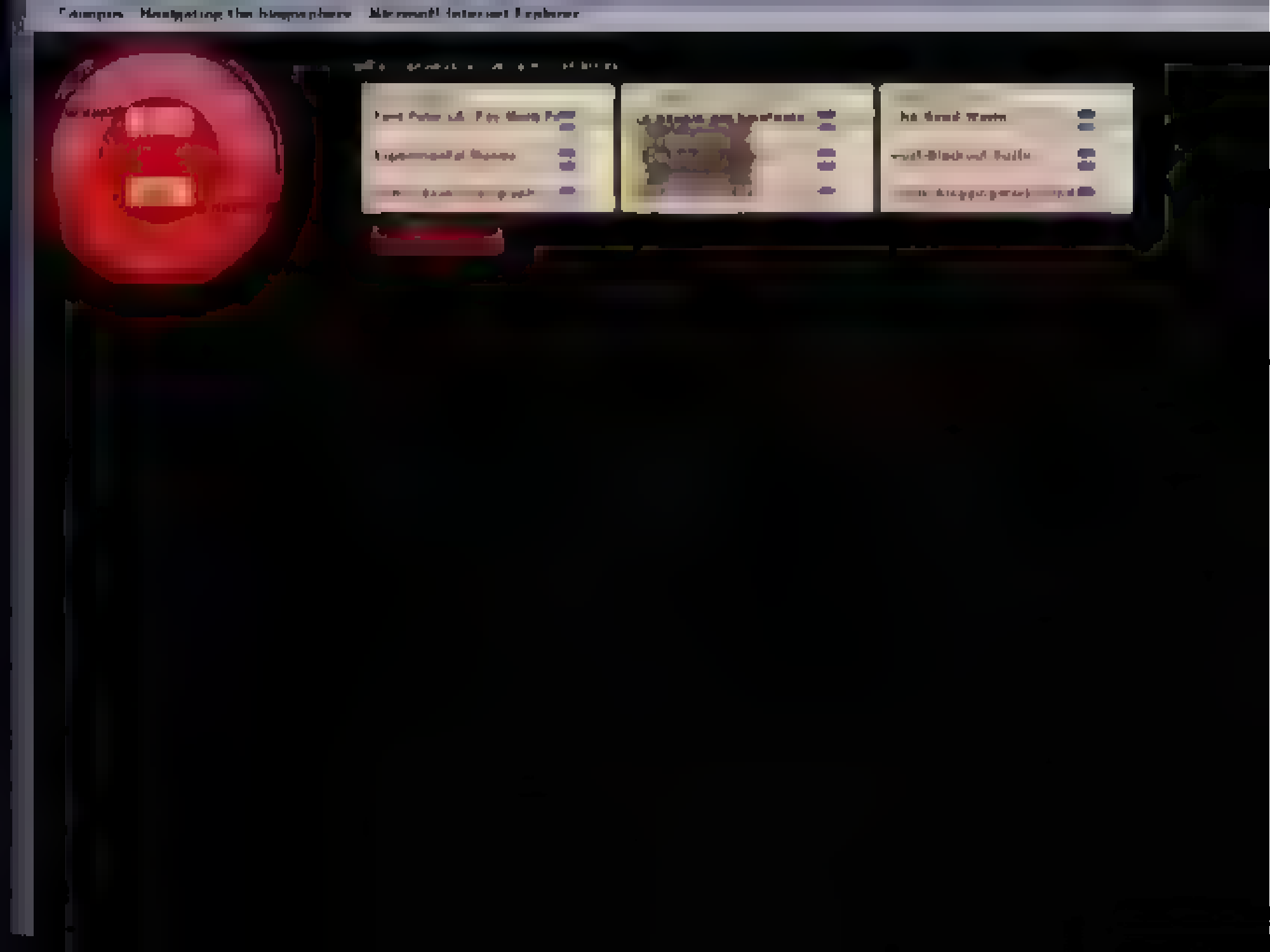
Fast and Furious: Man

## August 14, 2003

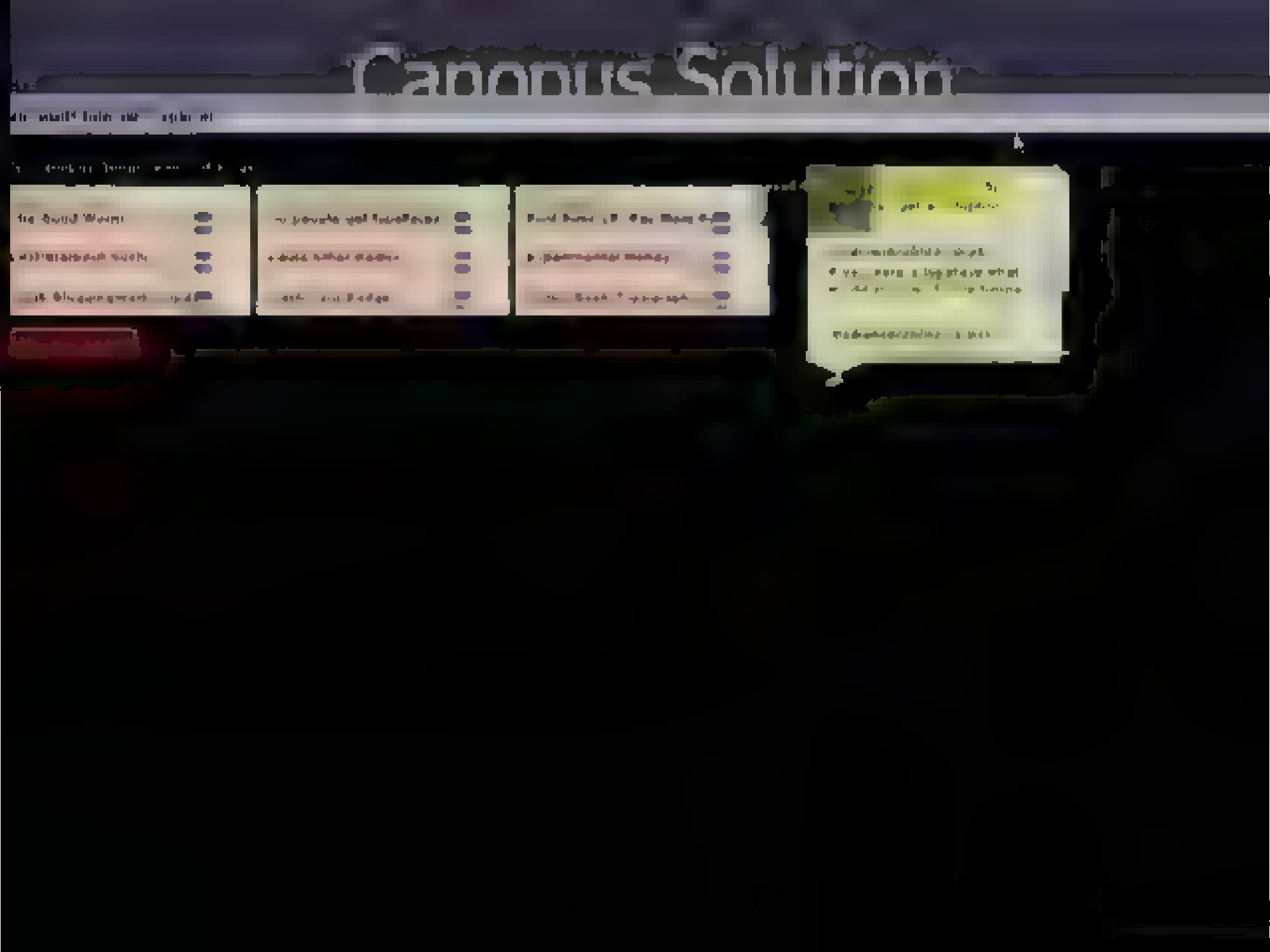
Archives for



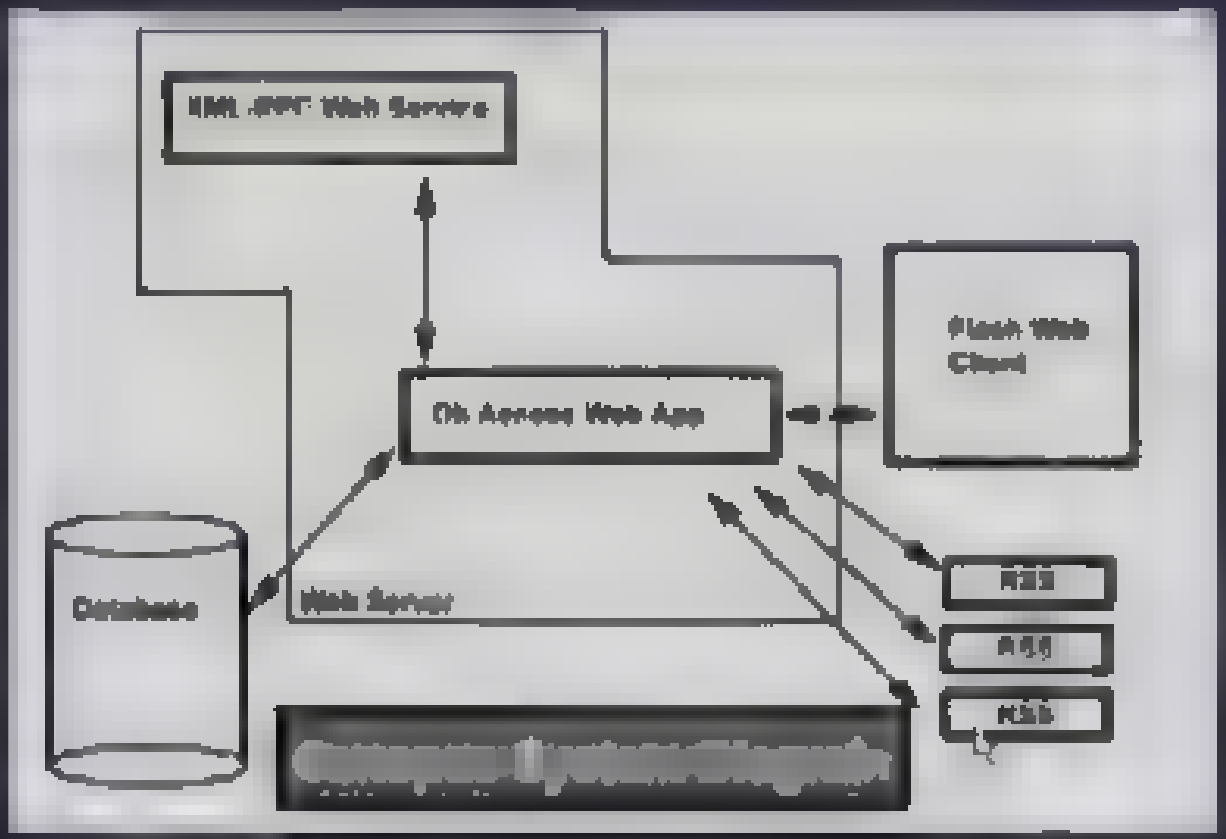




# Campus Solution



# The Canopus System



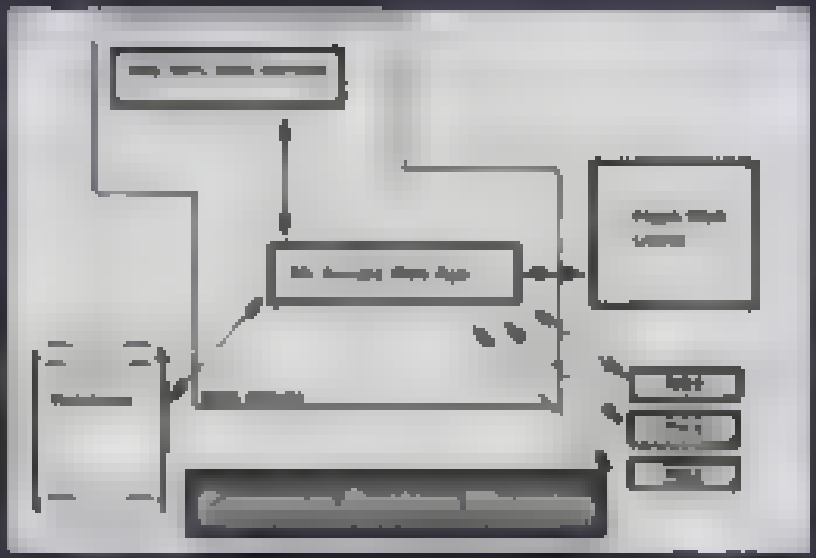

- Uses syndication (RSS) and Weblog APIs
- [illegible]
- [illegible]
- [illegible]

# Next for Canopus

- Integrate UI with social network (Wallop)
- User Testing
- Explore making a Peer Net Application

Email: [redacted]
Email: seanvellmanc@cs.[redacted].com

# The Canopus System



Present RSS p
Share content
Post with XML

# User Organization

- Organization is too much work
- Single rigid hierarchy doesn't match how people think

- Sapphire Approach:
  - Use database instead
  - Build UI around *Properties*

- Prototypes, studies run on XP & Longhorn
- Collaboration with Windows Storage team

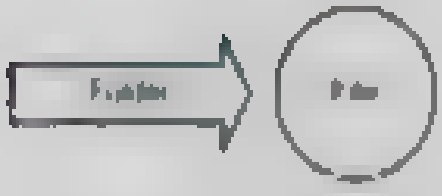
# Property-Based Organization

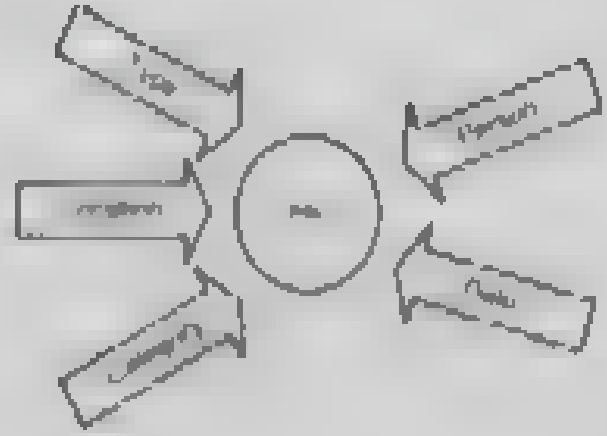
**Today:**

- Authored organization
- Separate stores (local, shares, email)
- Single hierarchy per store

**New Approach:**

- Automatic *and* authored organization
- Integrated stores
- Multiple overlapping sets based on properties



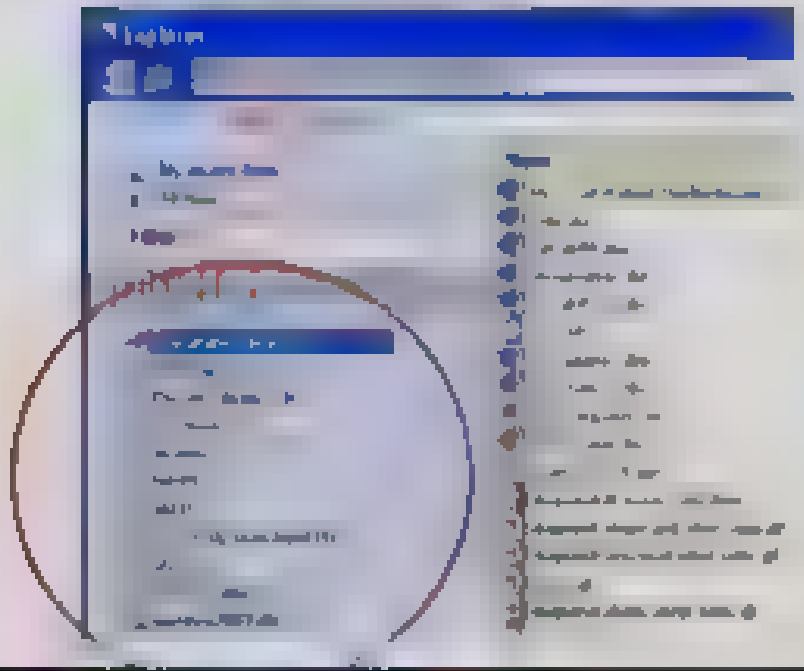


# Study 1: Hierarchy & Migration

- Hand-selected key properties
  - Type, Category, People, Date
- With and without hierarchy
- Integrated store (local computer, shares, email)

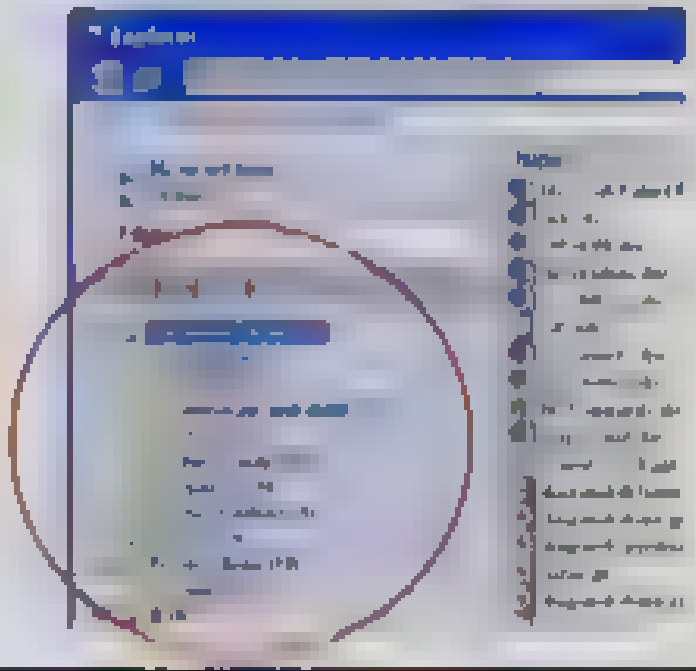
**Flat presentation**

Ordered by recency



**Hierarchical presentation**

Adaptive ordering



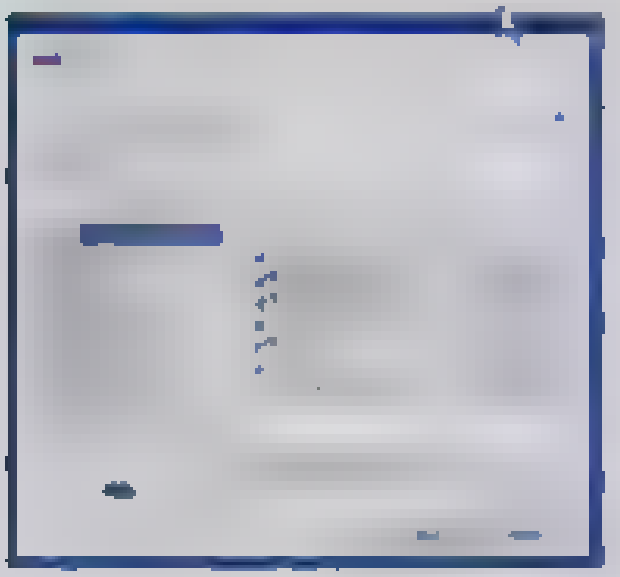
# Study 1: “Save As..” Prototype

Full View:

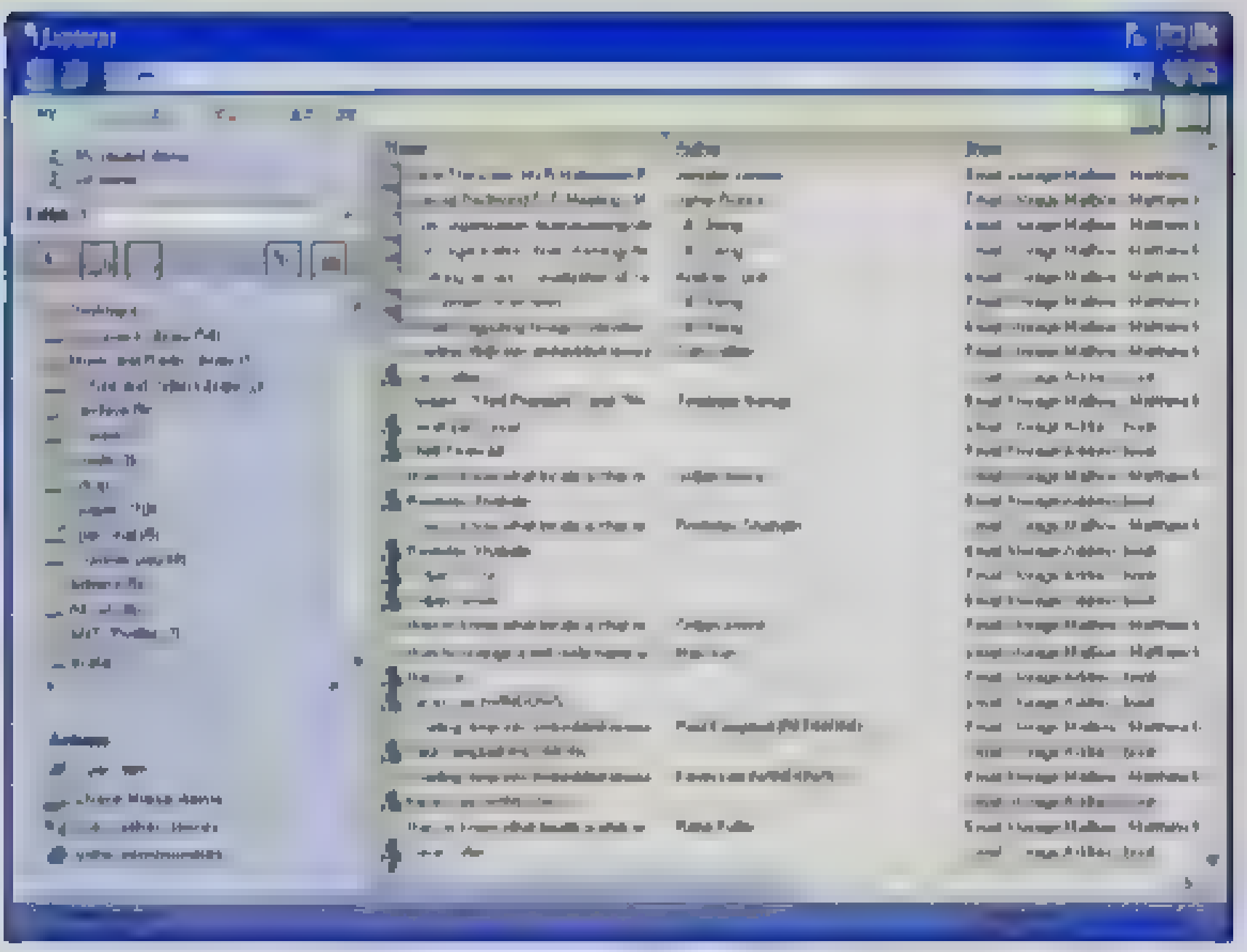
- Emphasis on categories
- Show category contents

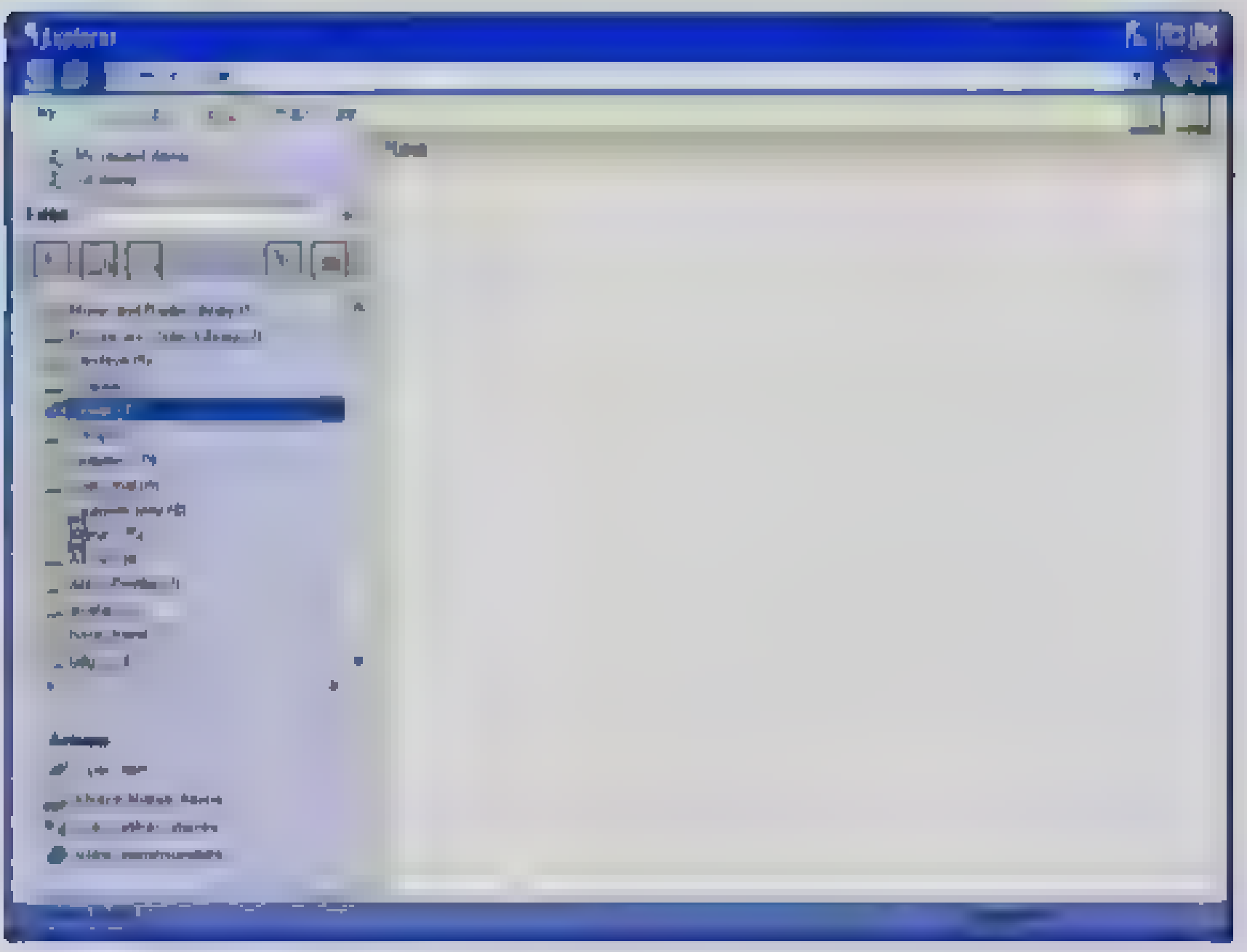
Minimal / Default View:

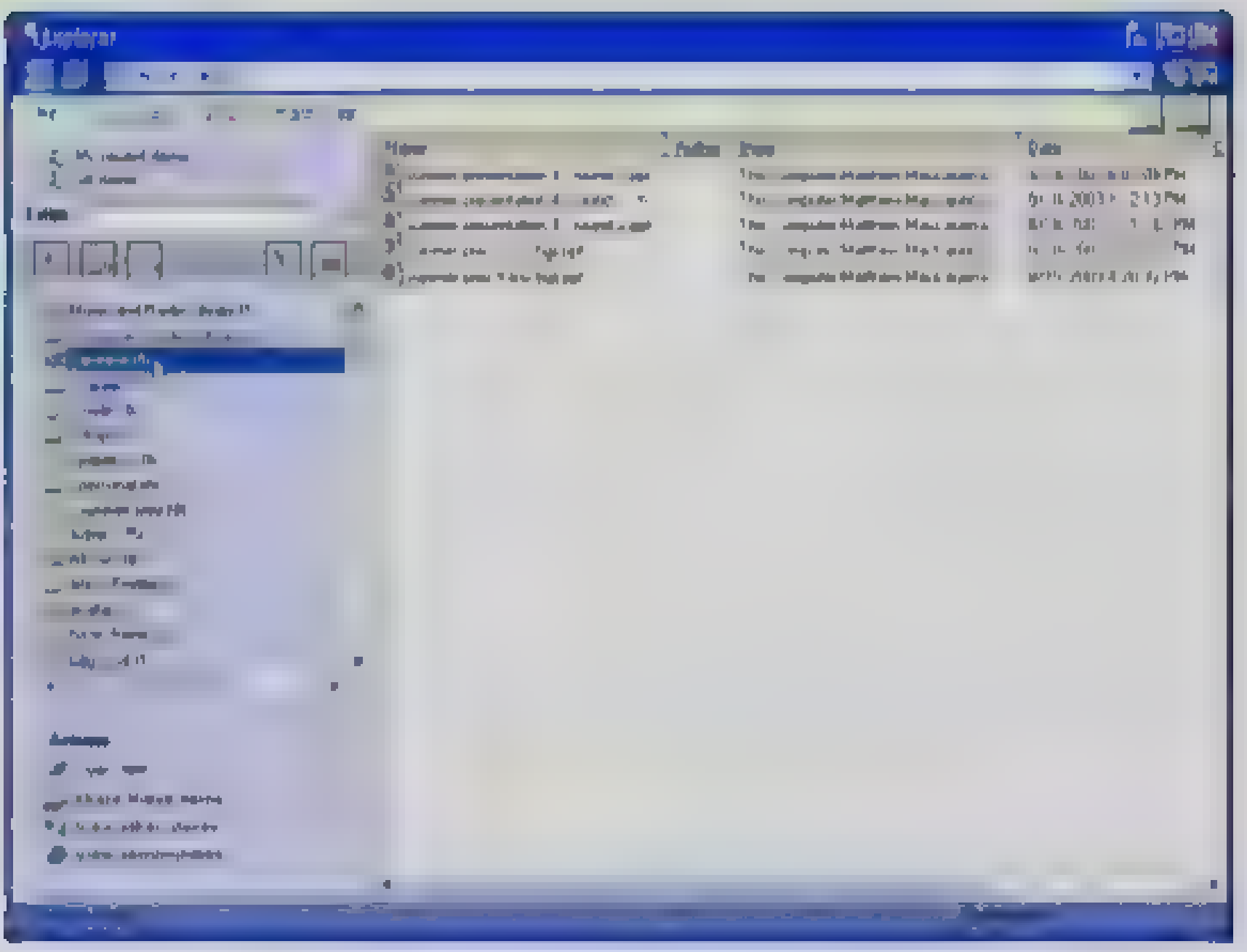
- Key properties emphasized equally
- Drop-downs & auto-complete

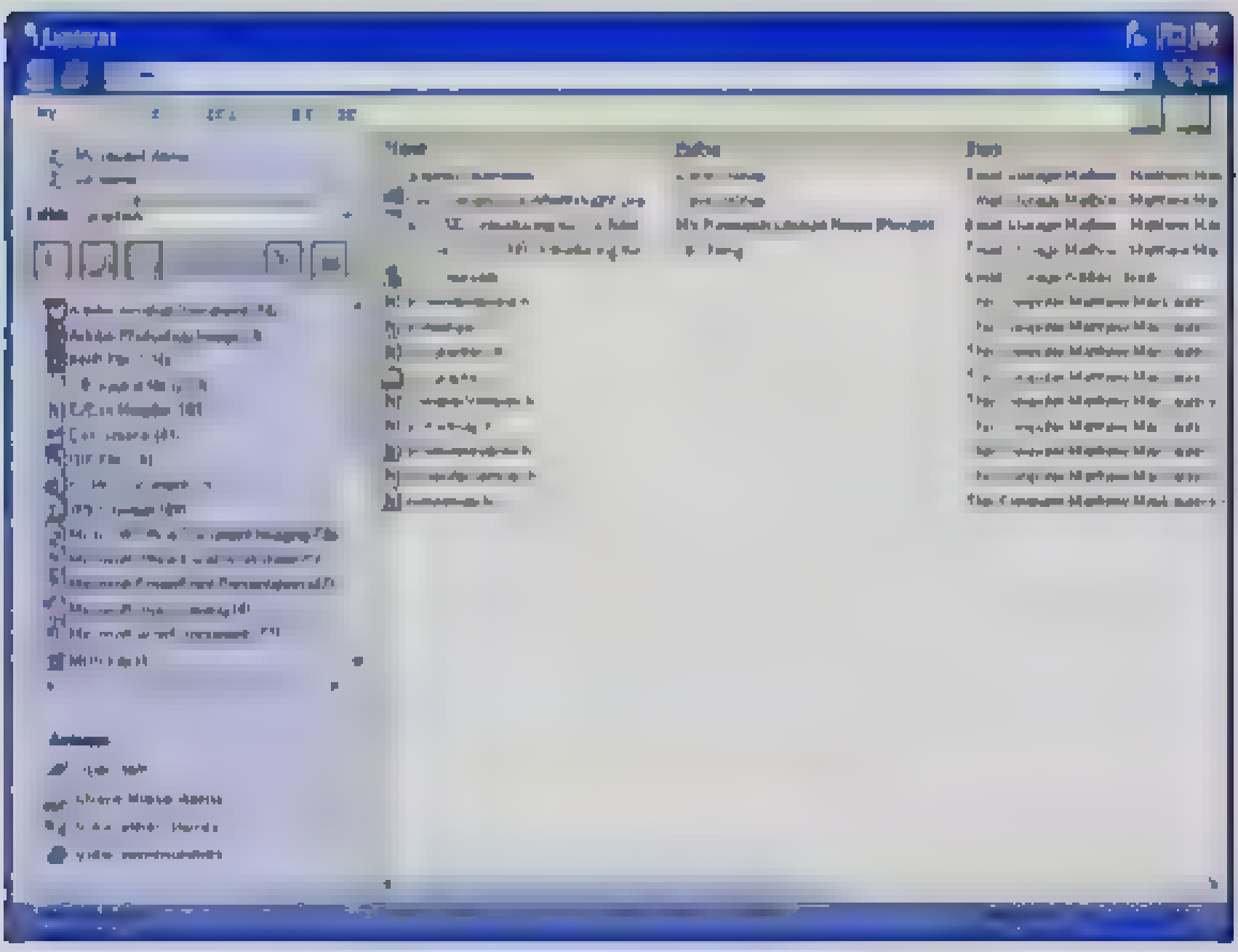


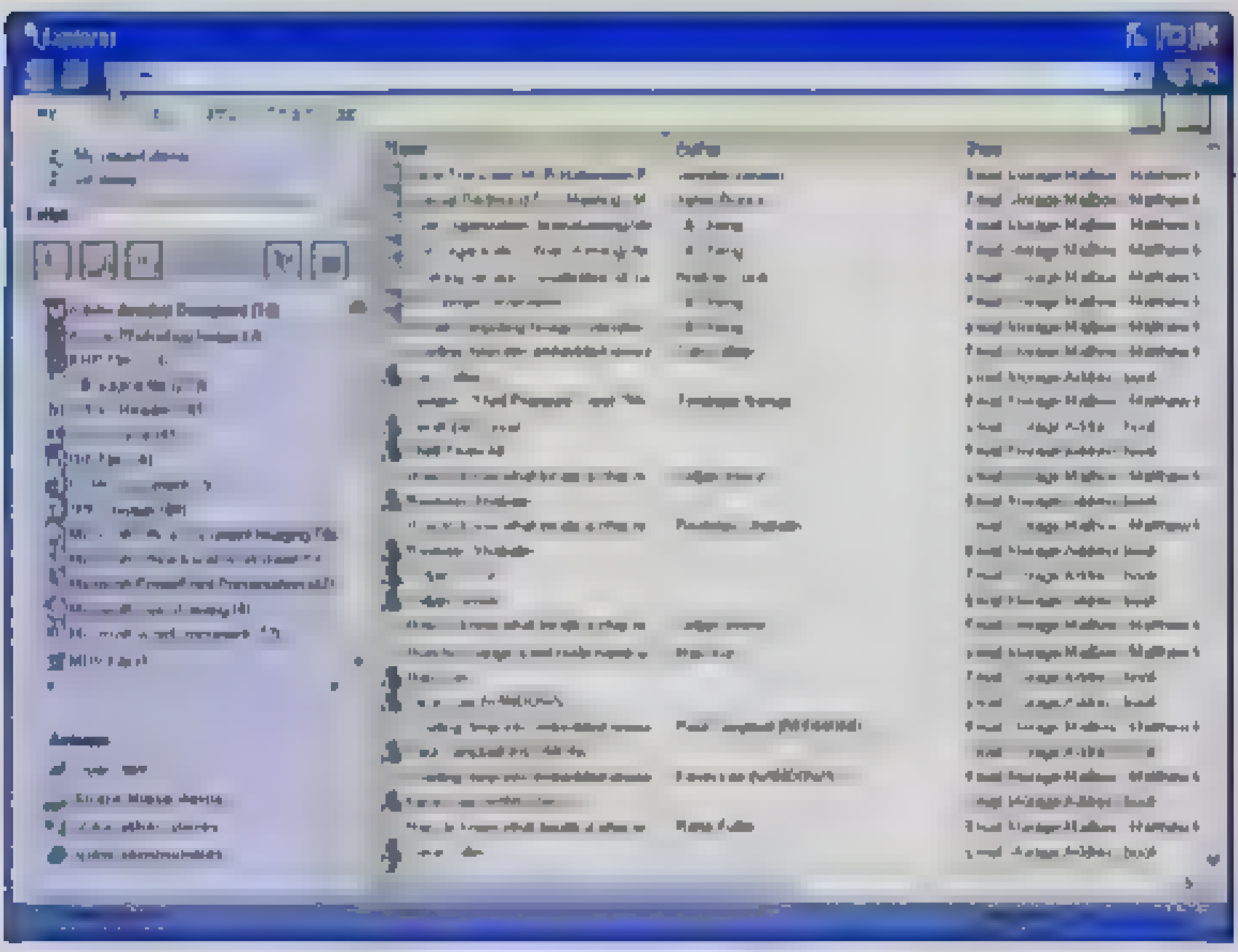
# Demo

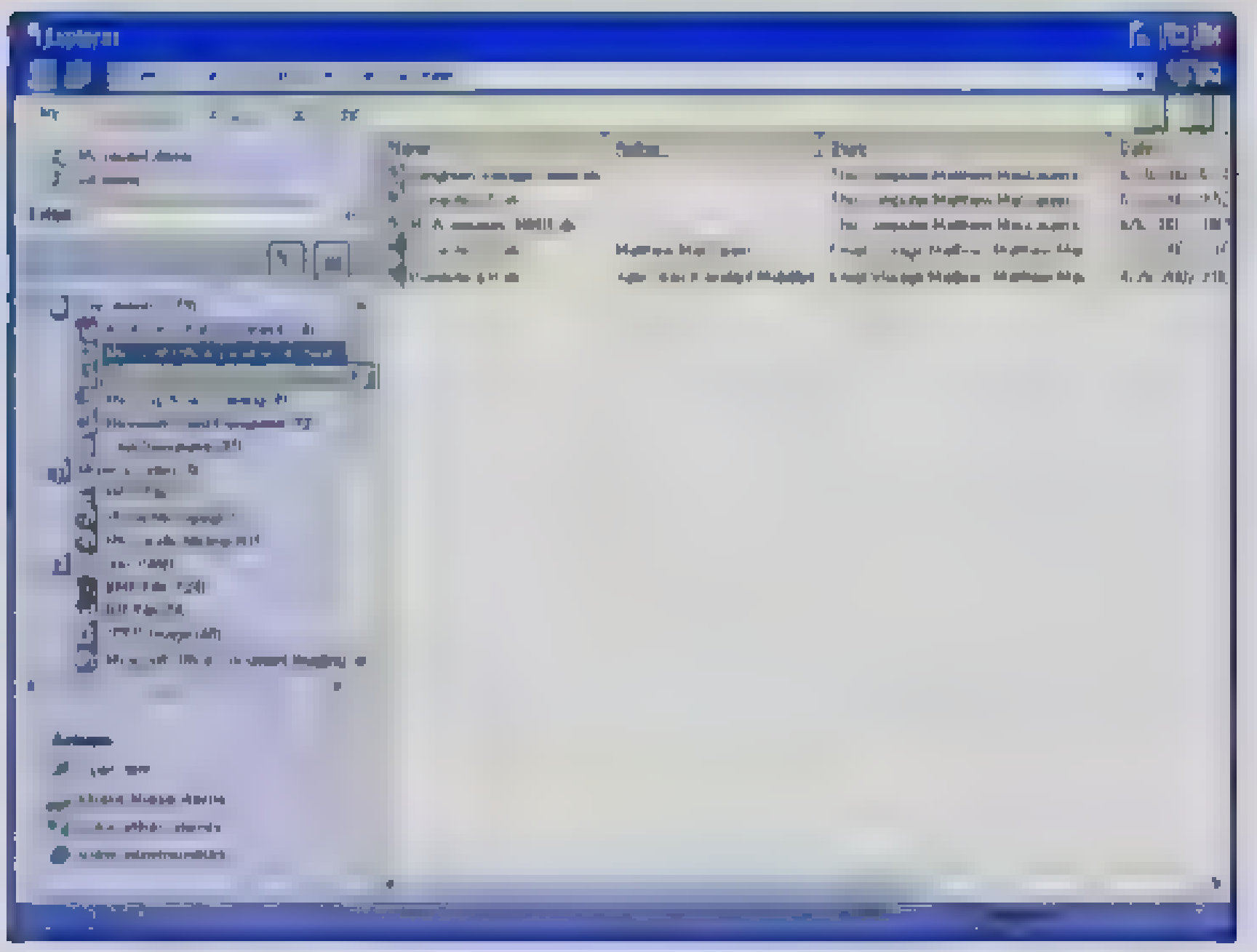


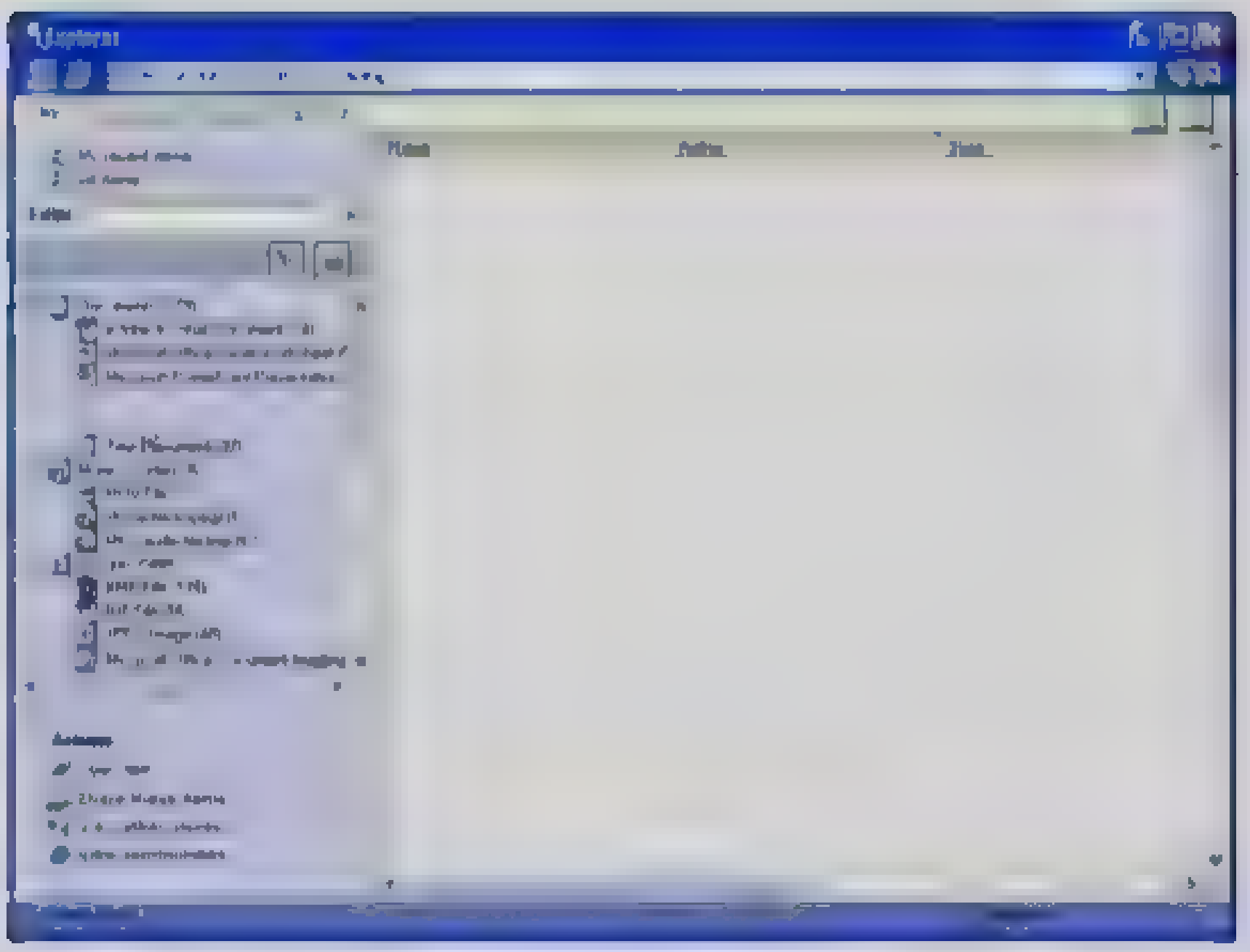


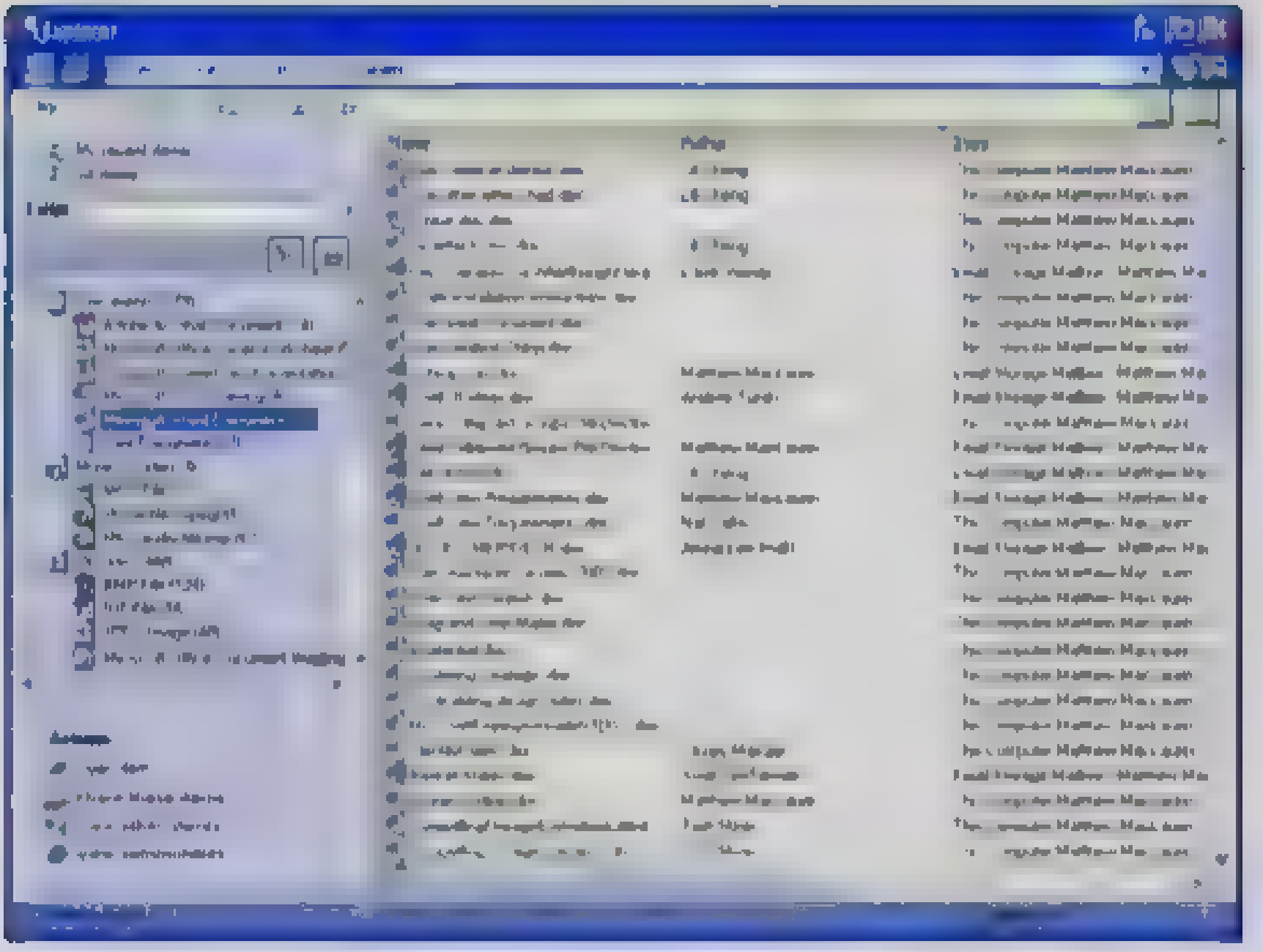


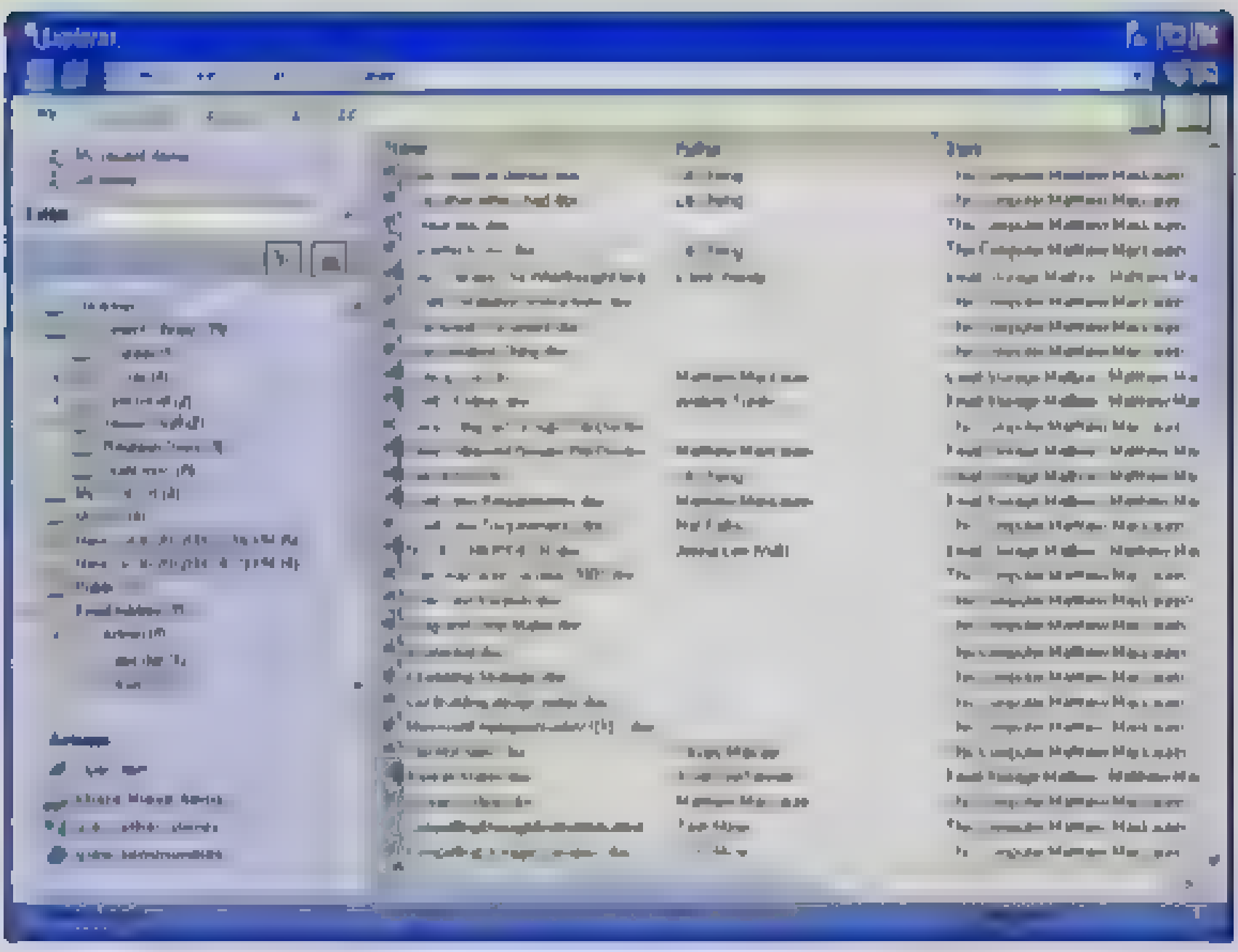


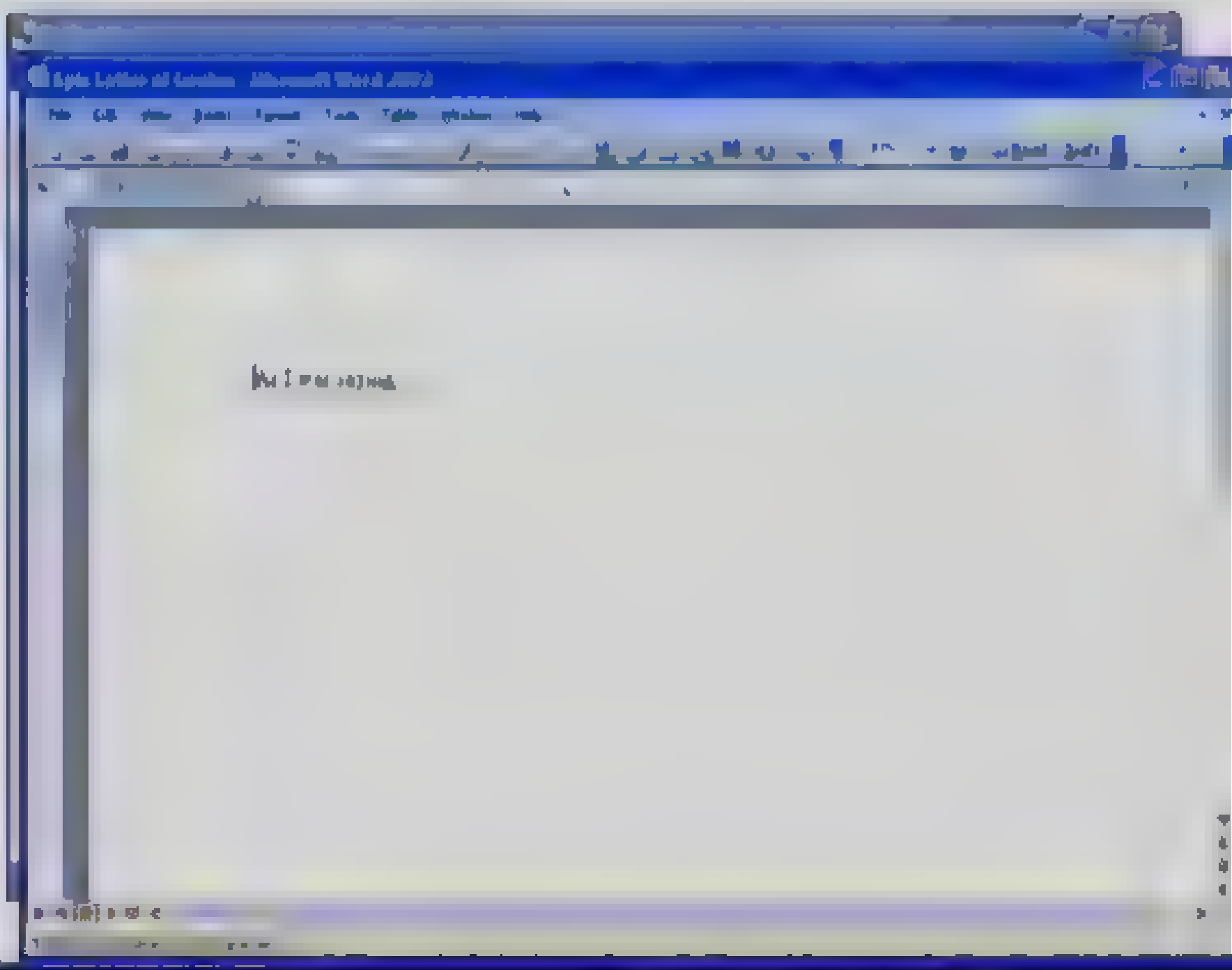


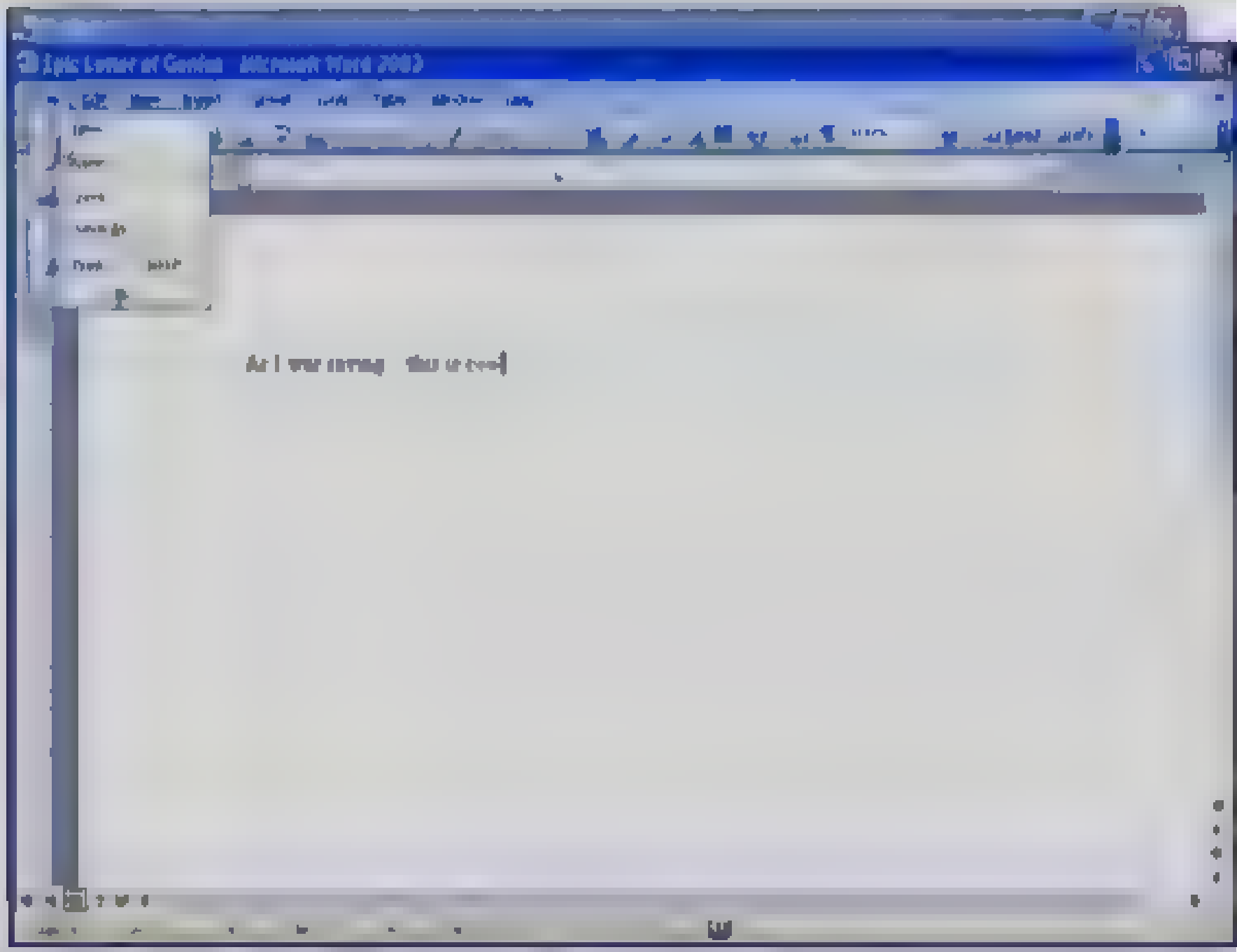


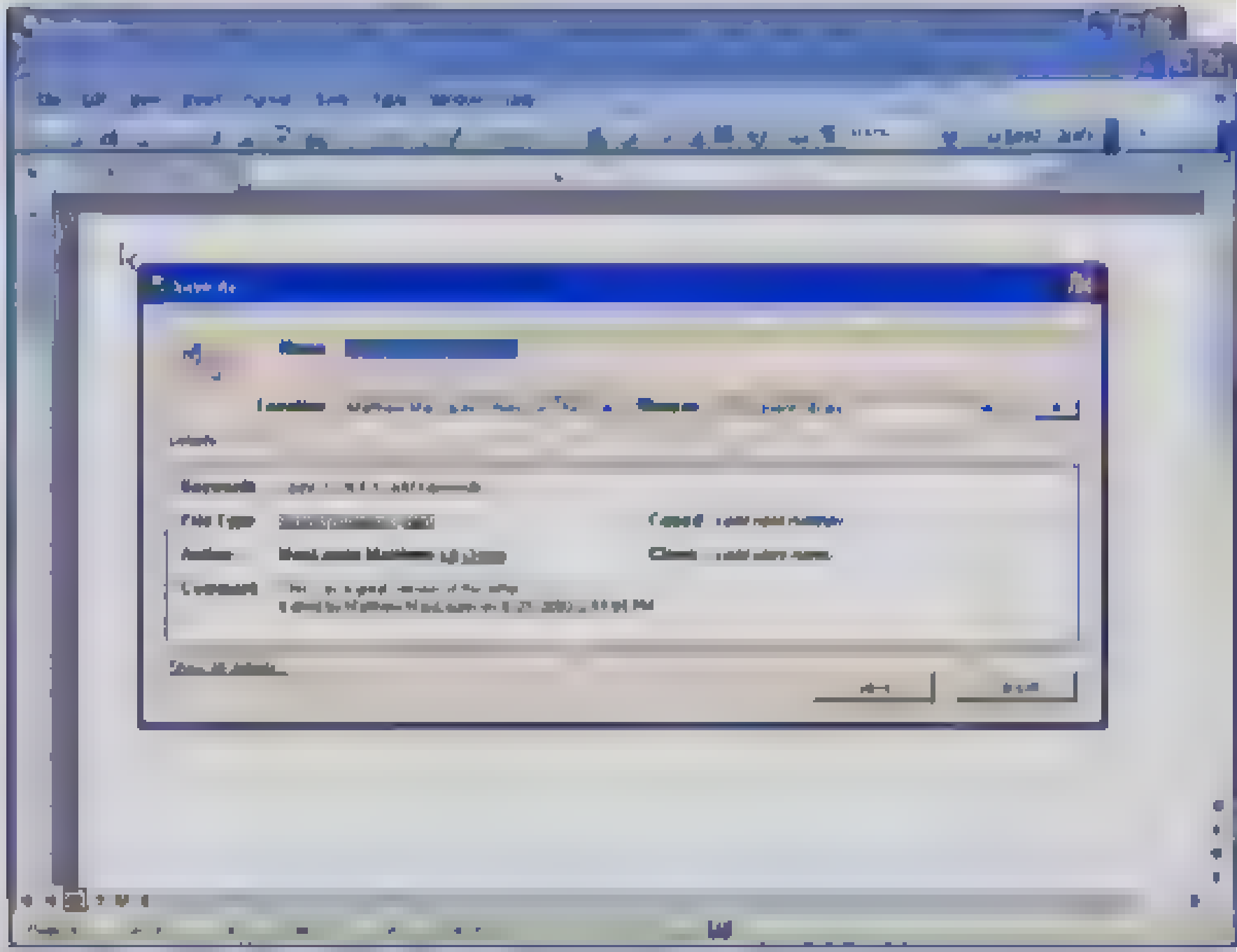


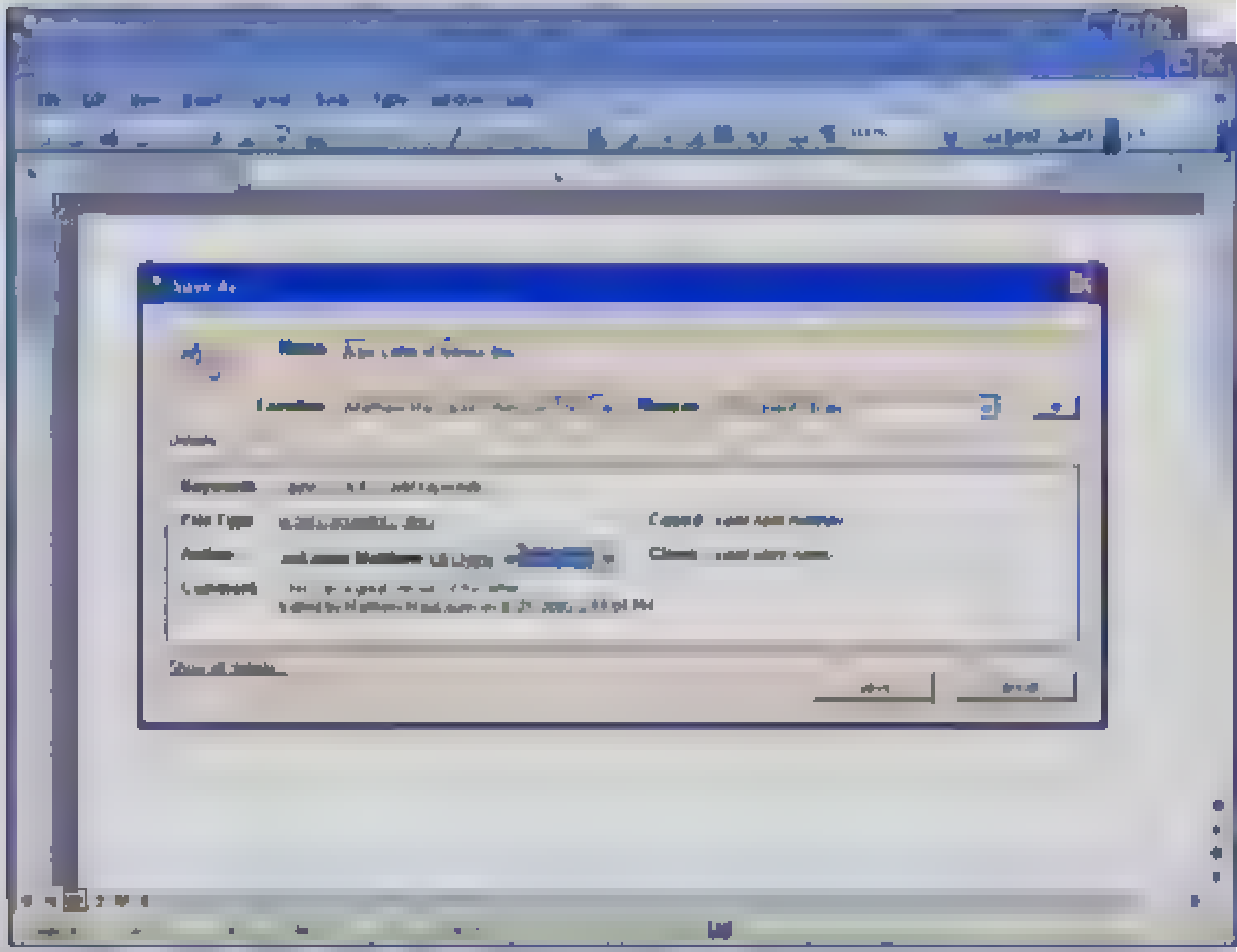












# Study 1 Results

- A intermediate internals (Melissa/Patrick)
- Real data; Sapphire on XP

- Good news for finding
  - **Finding is great. All find tasks solved quickly.**
    - 8/8 use type and word wheel
    - 4/7 ask to keep the prototype
    - 7/7 actual prefer to XP explorer
  - **No significant "folder concern" for *finding*.**
  - **6/7 People prefer hierarchy**

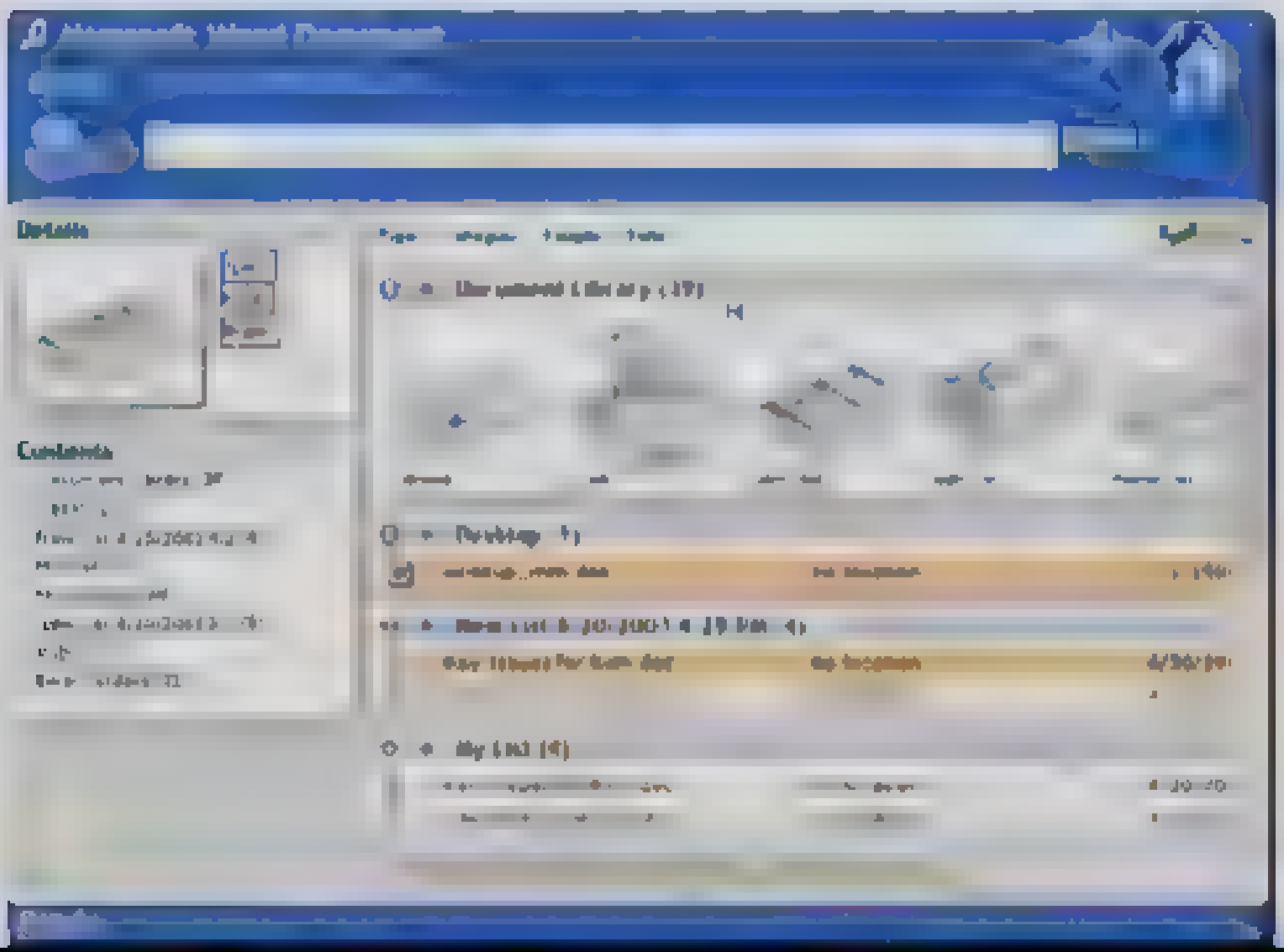
- Issues with saving
  - **People want familiarity.**
    - 6/7 want folders to work as
    - **...Even though they didn't use them for retrieval!**

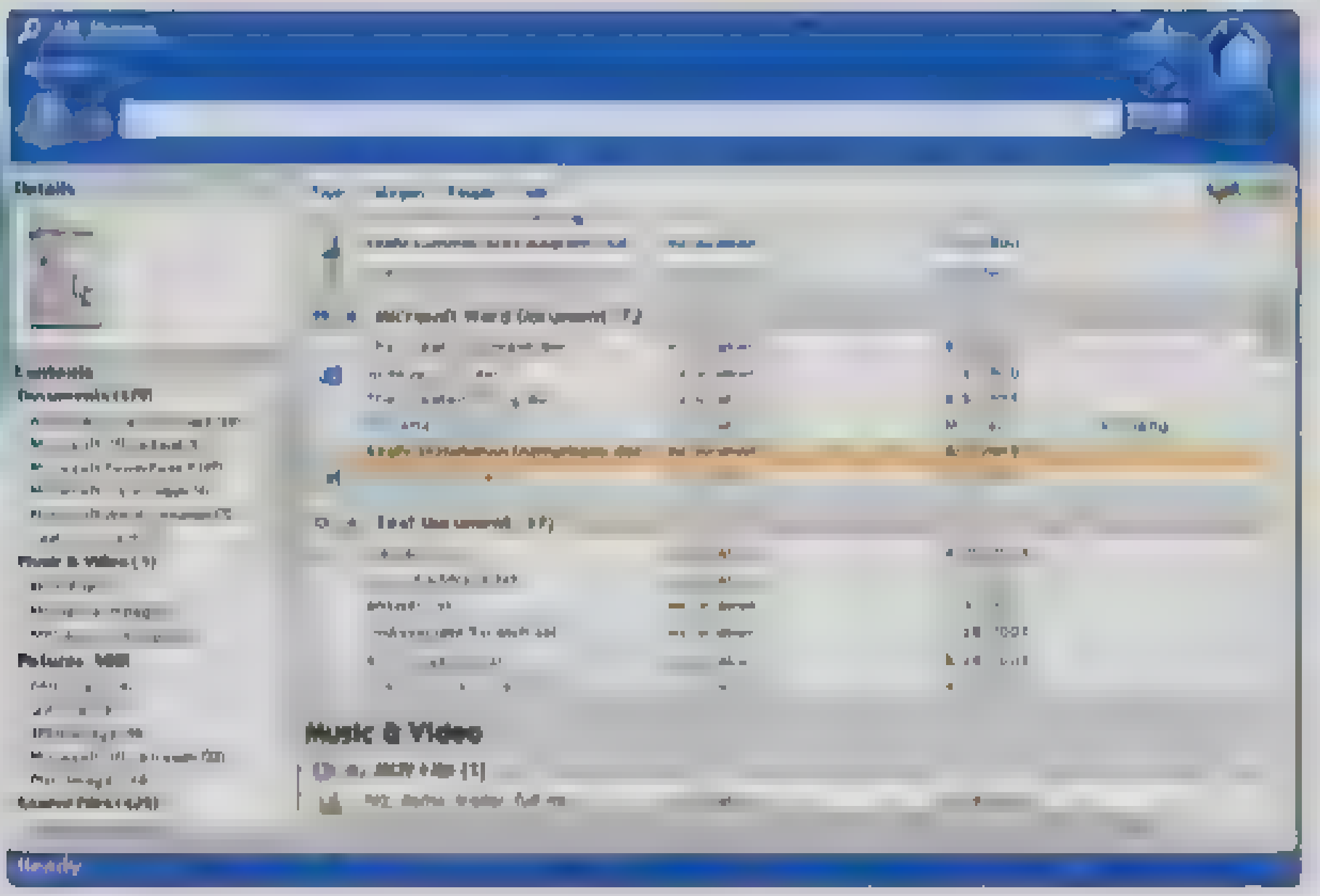
- Users want to author sets
  - **Integrate Authored and Automatic sets**
  - **Want simple, consistent concepts**

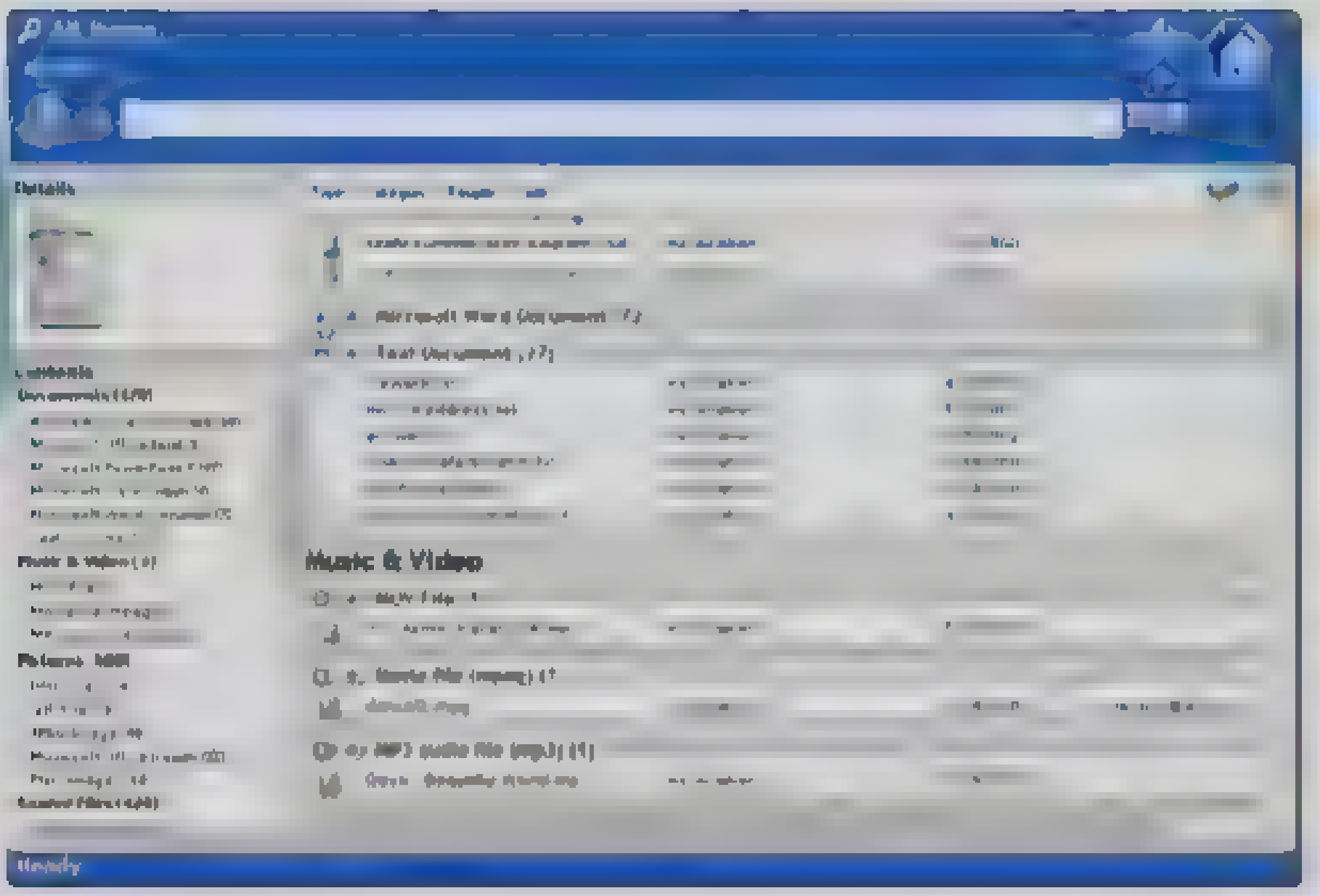
# Study 2: Groups & Authored Lists

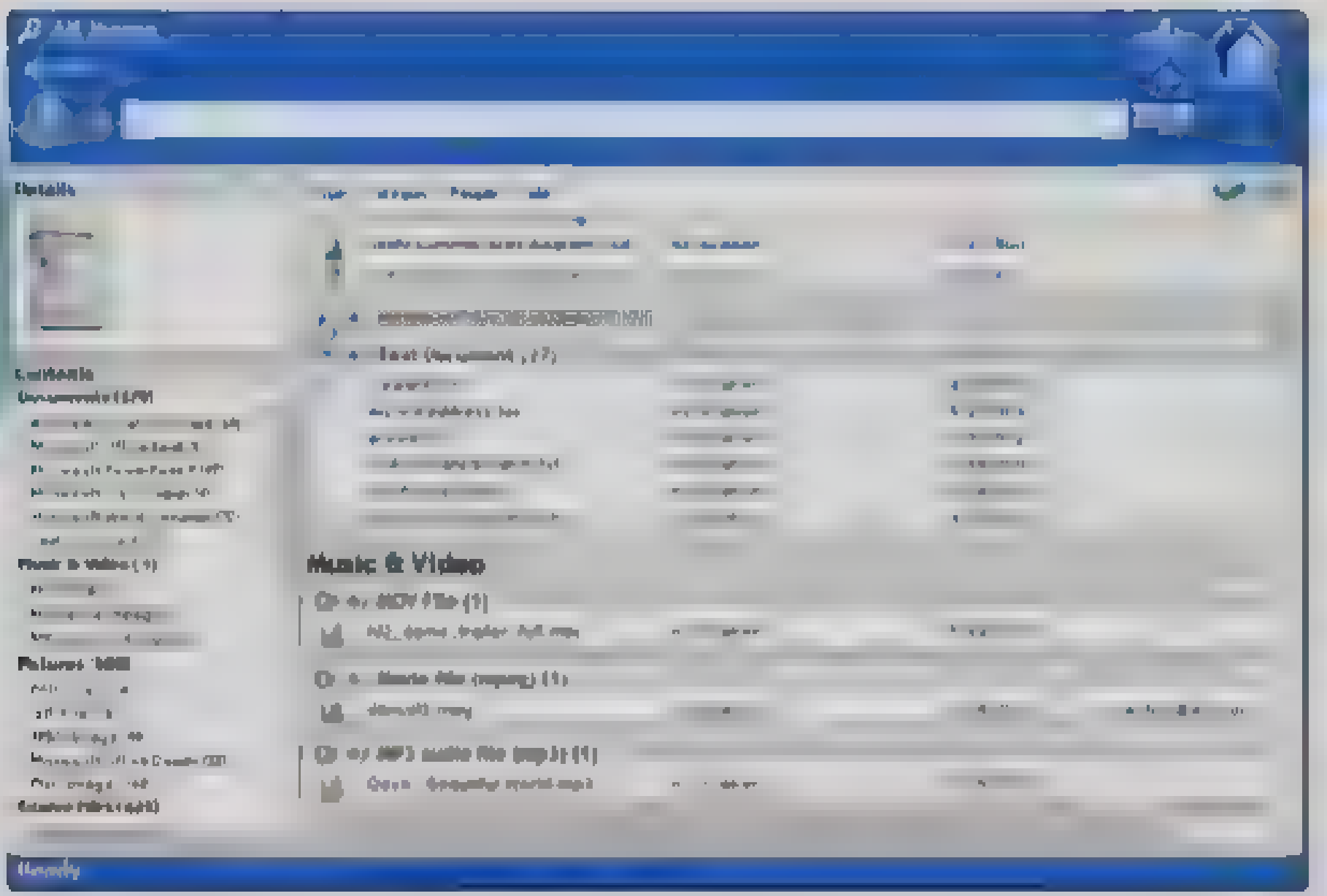
- Integrate authored & automatic sets
- Users want to group stuff
- Simple list concept
  - Single-purpose
  - Easily accessible
- Exploratory group UI
  - Stacks
  - Squeezed lists

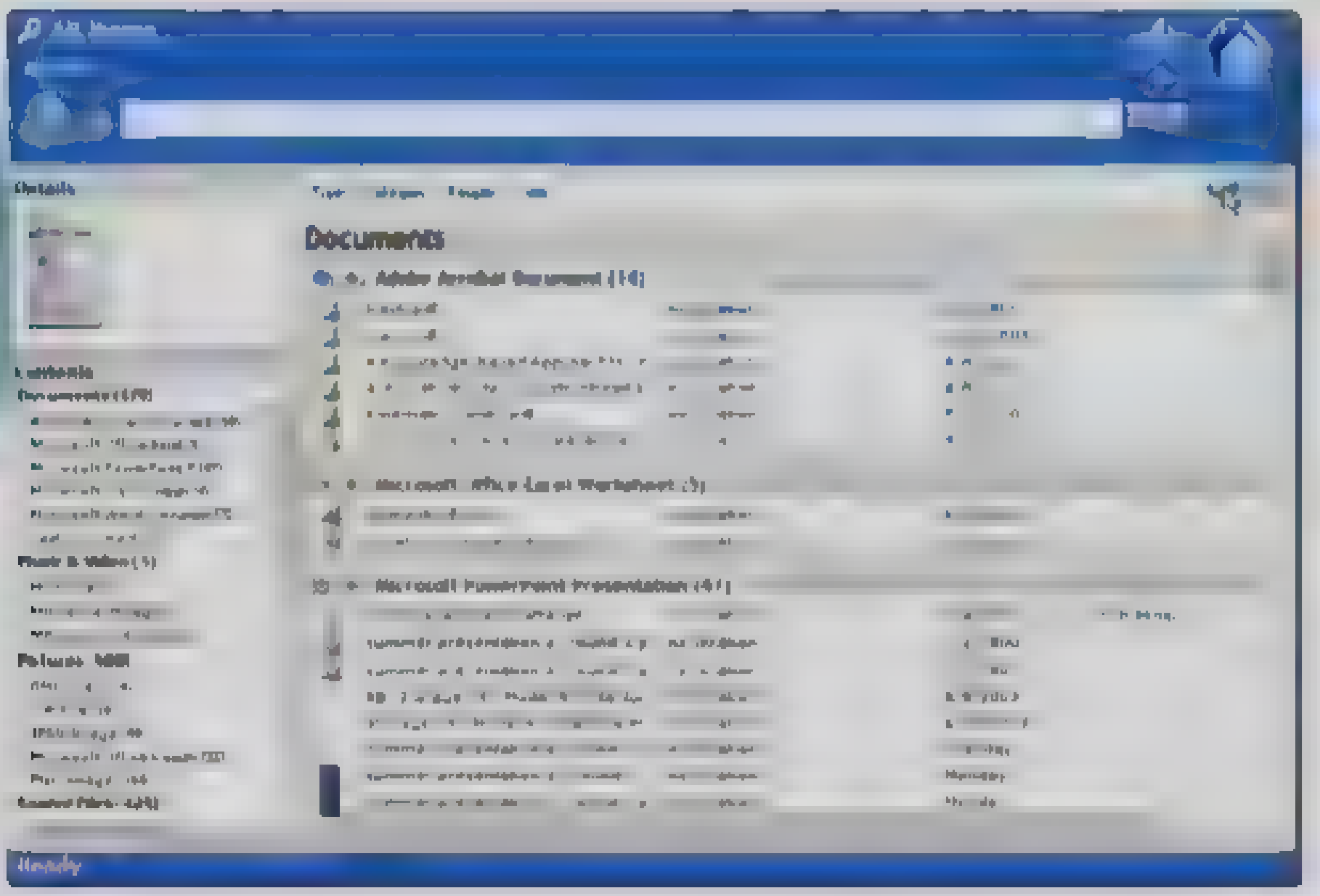
# Study 2: Groups & Authored Lists

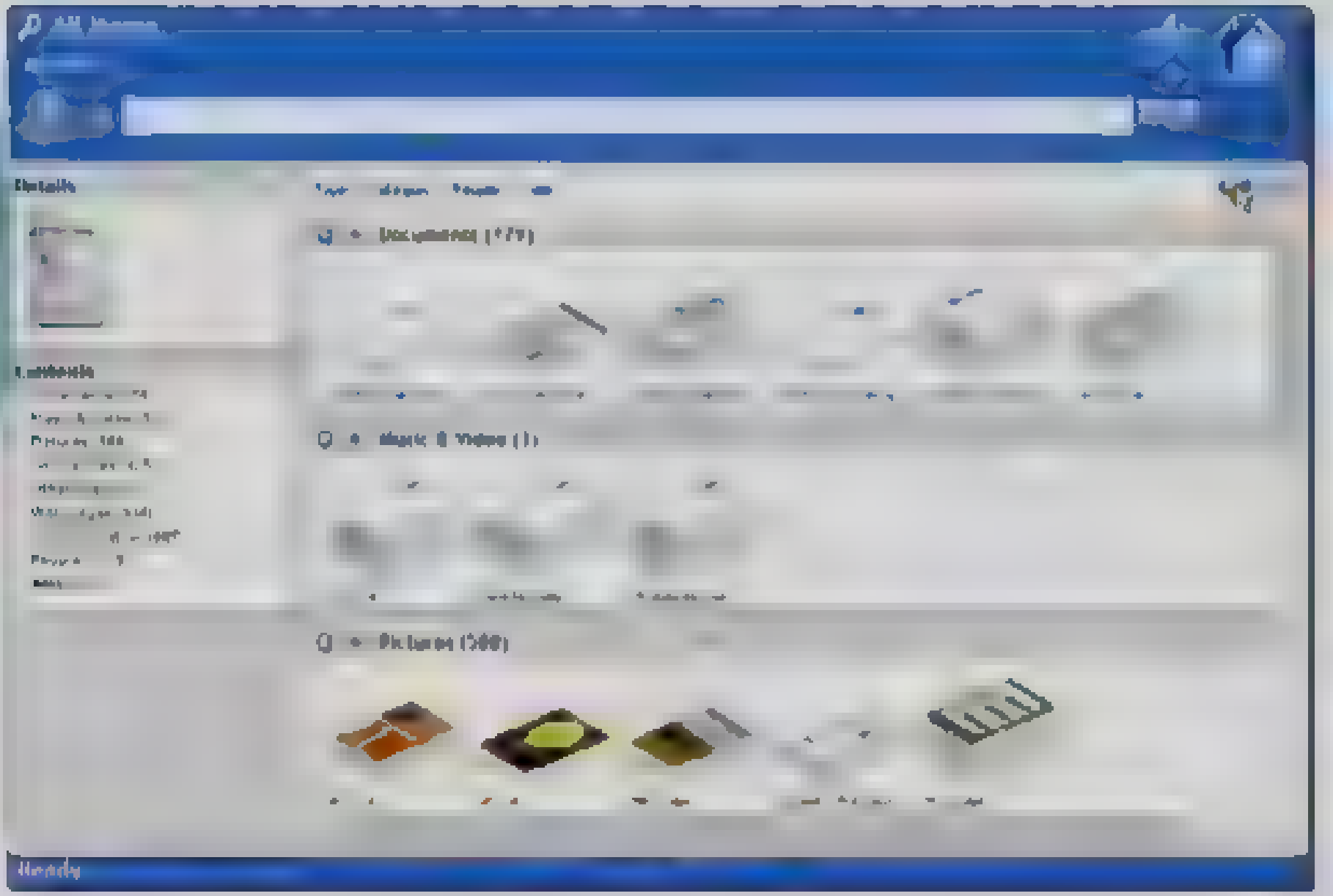


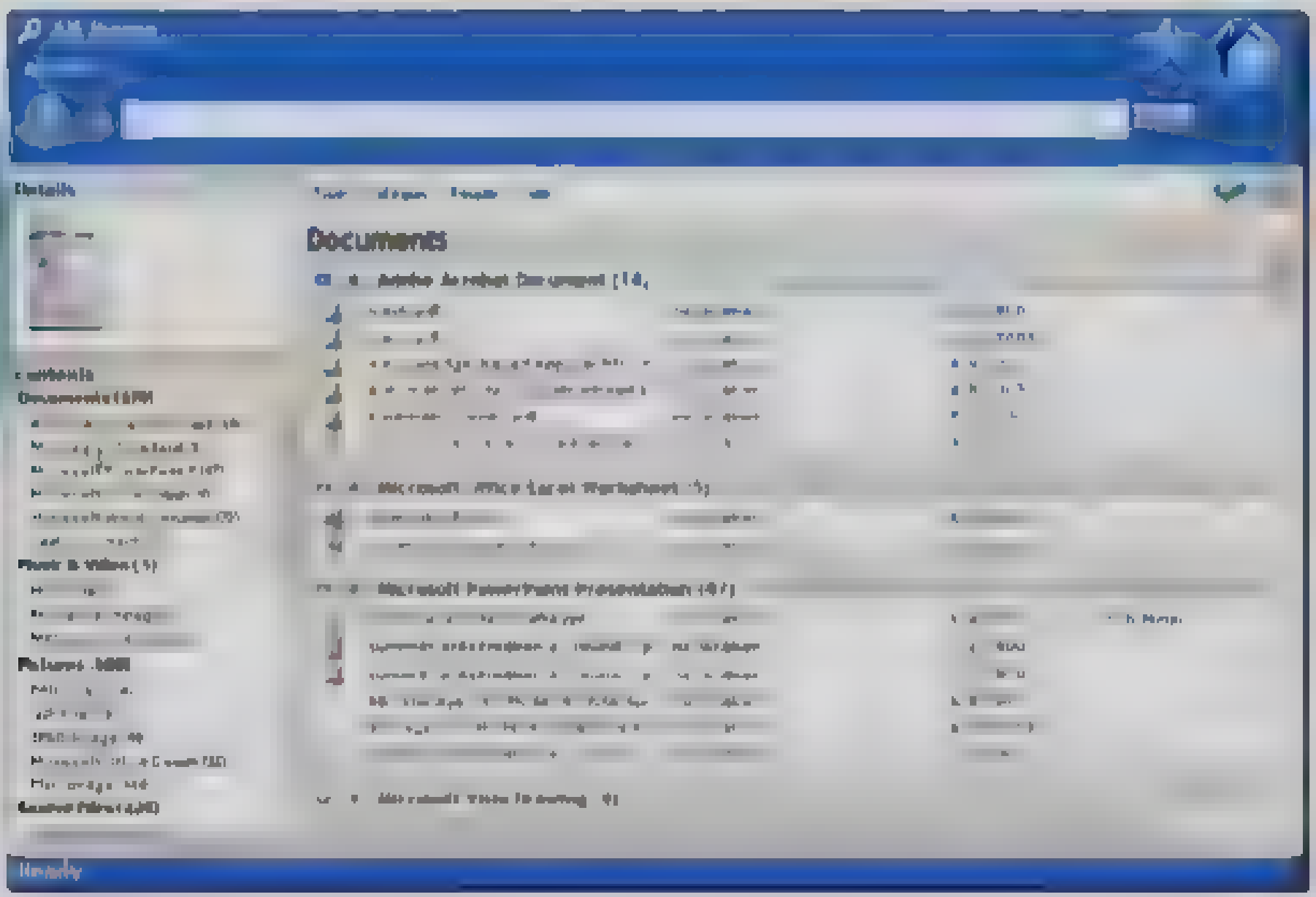

Details
Microsoft Word (Document)
Text Document
Music & Video
Ready

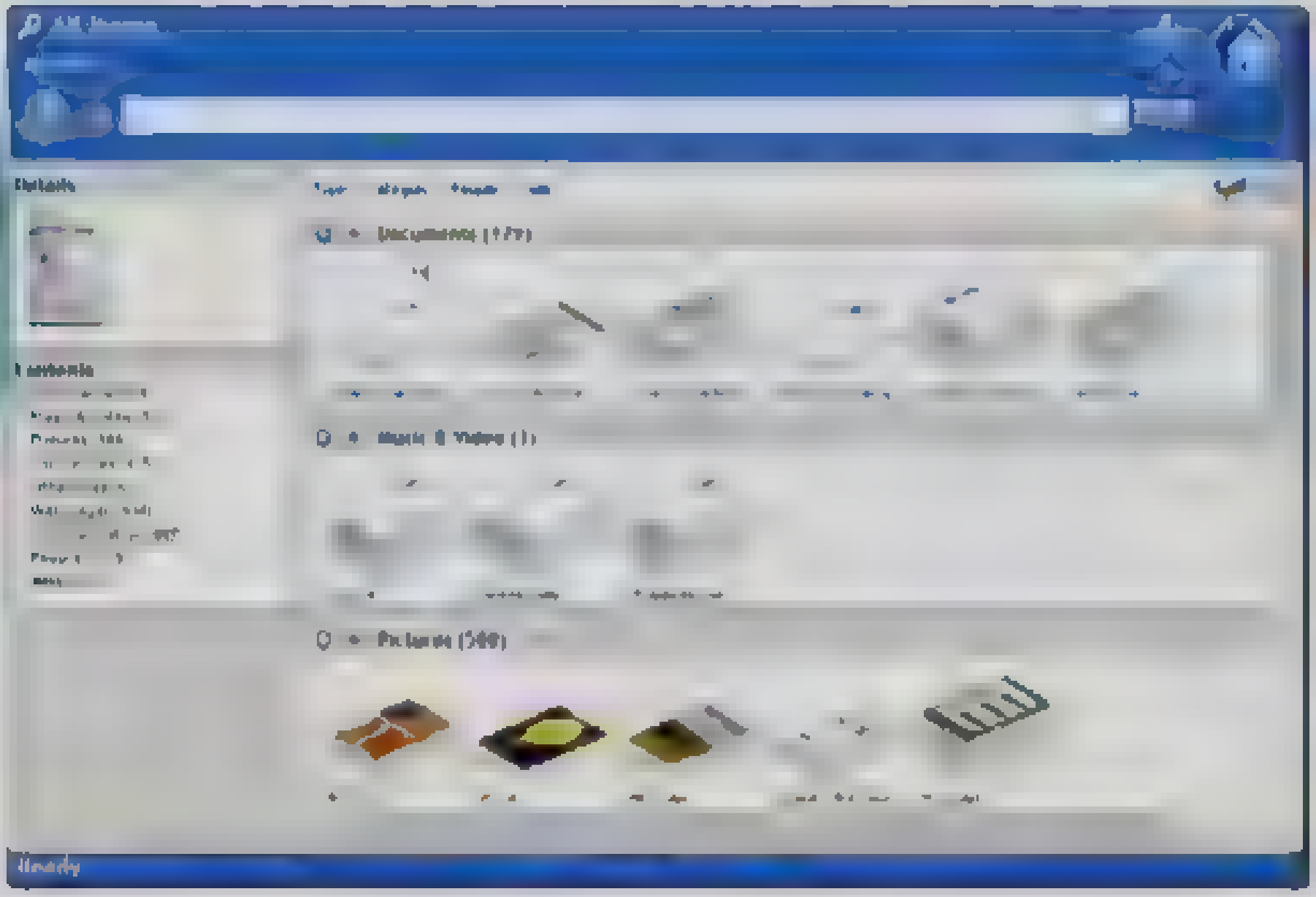

Details
Music & Video

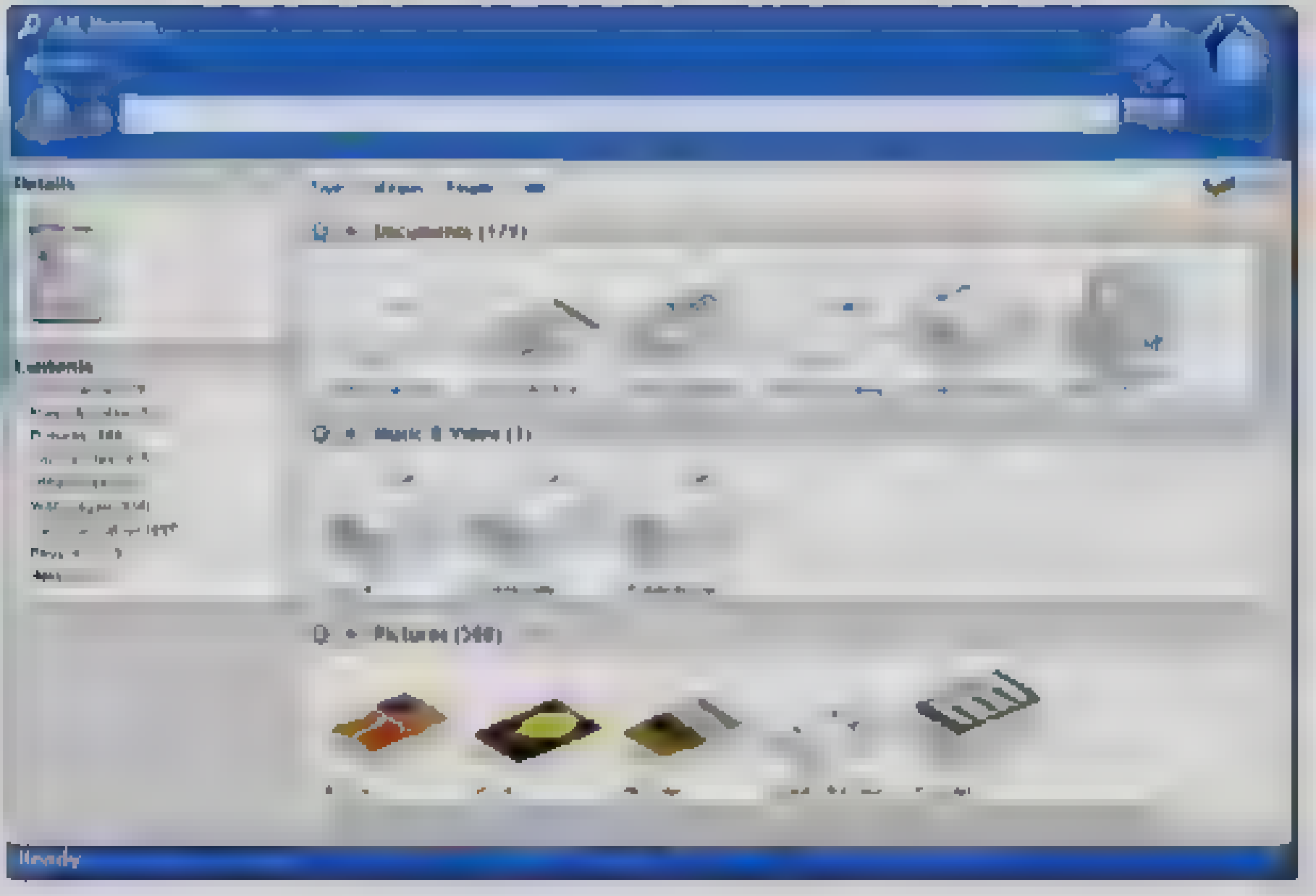

Details
Contents
Music & Video
Pictures
Text

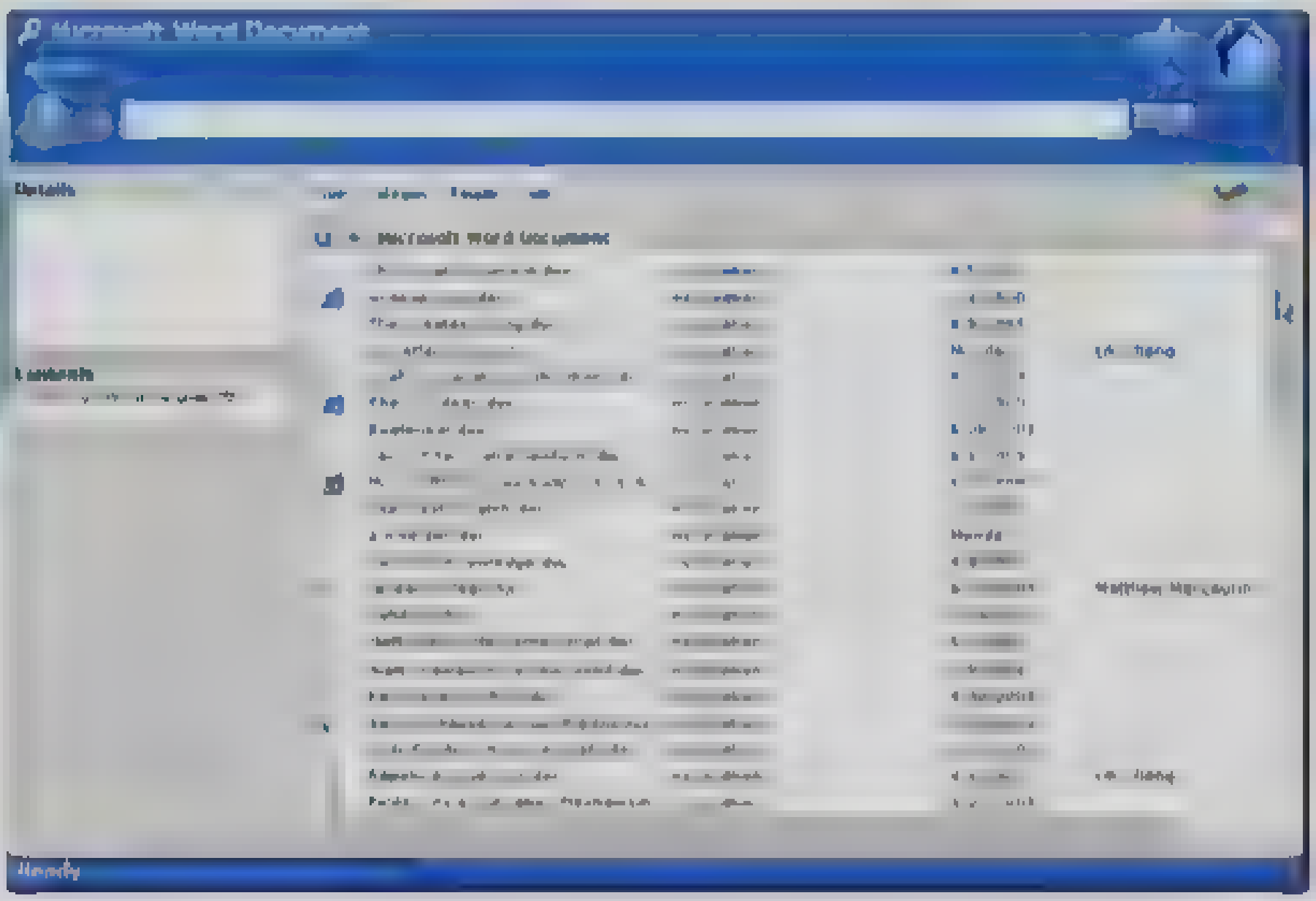

Details
Documents
Ready

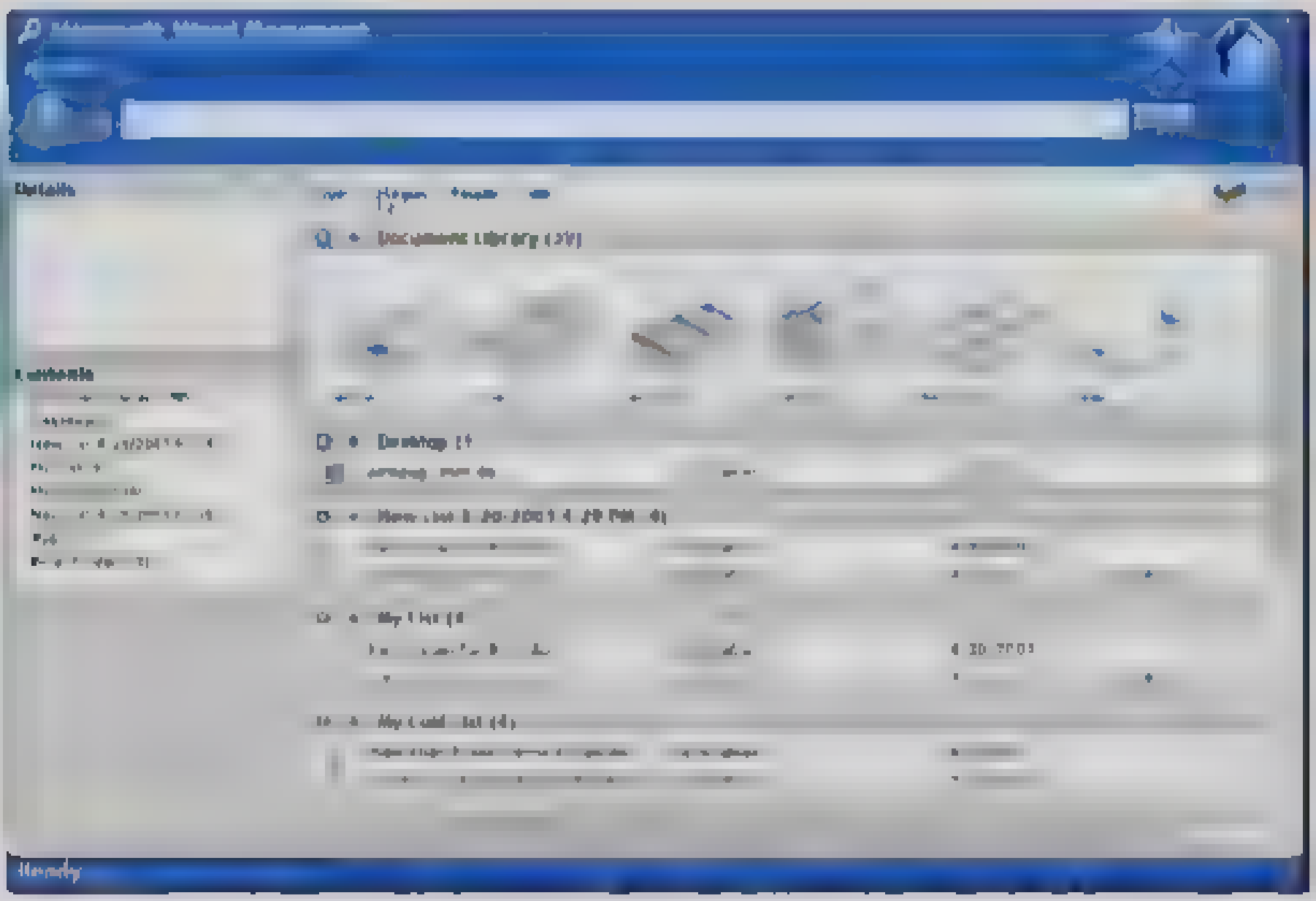


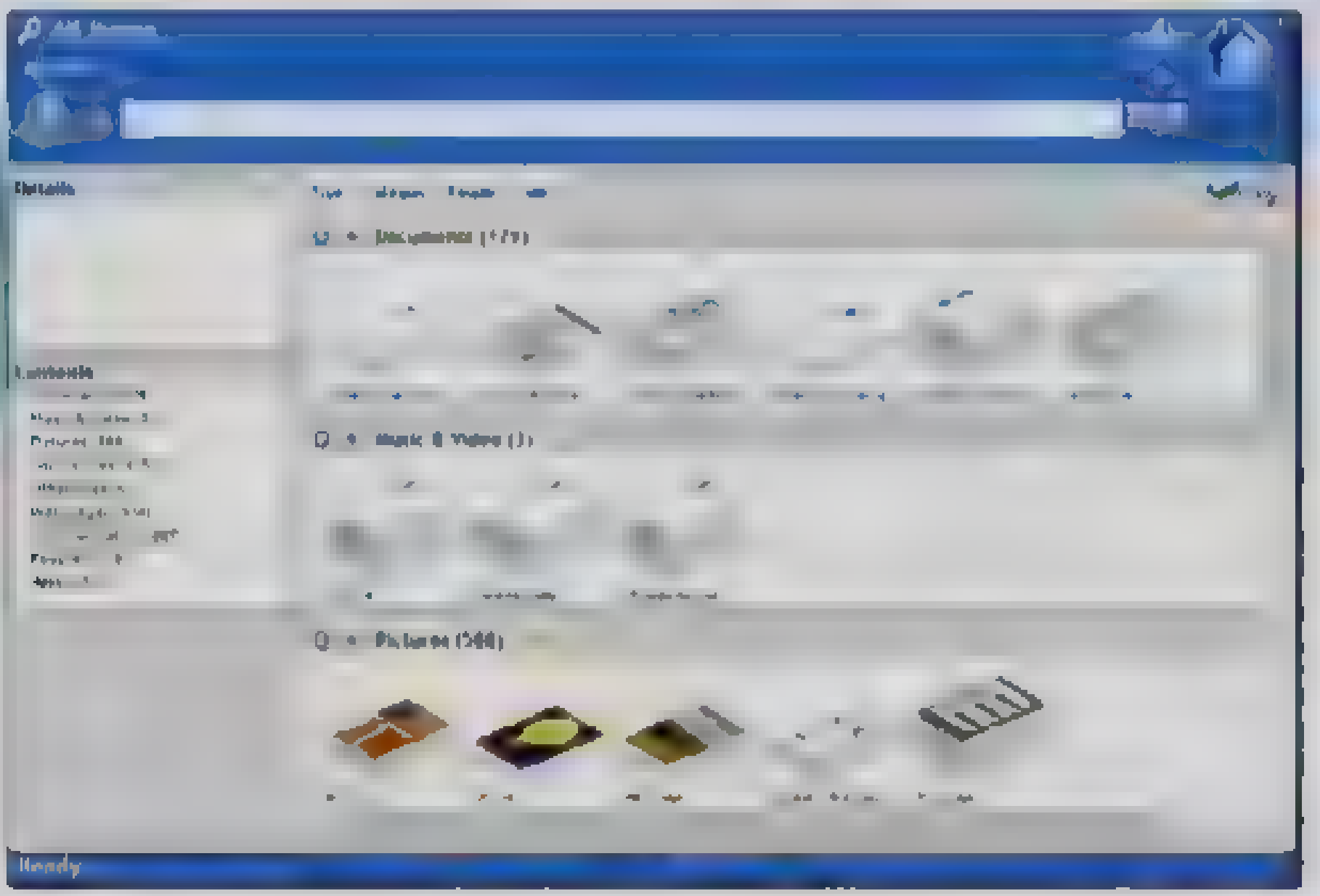

Details
Documents
Ready

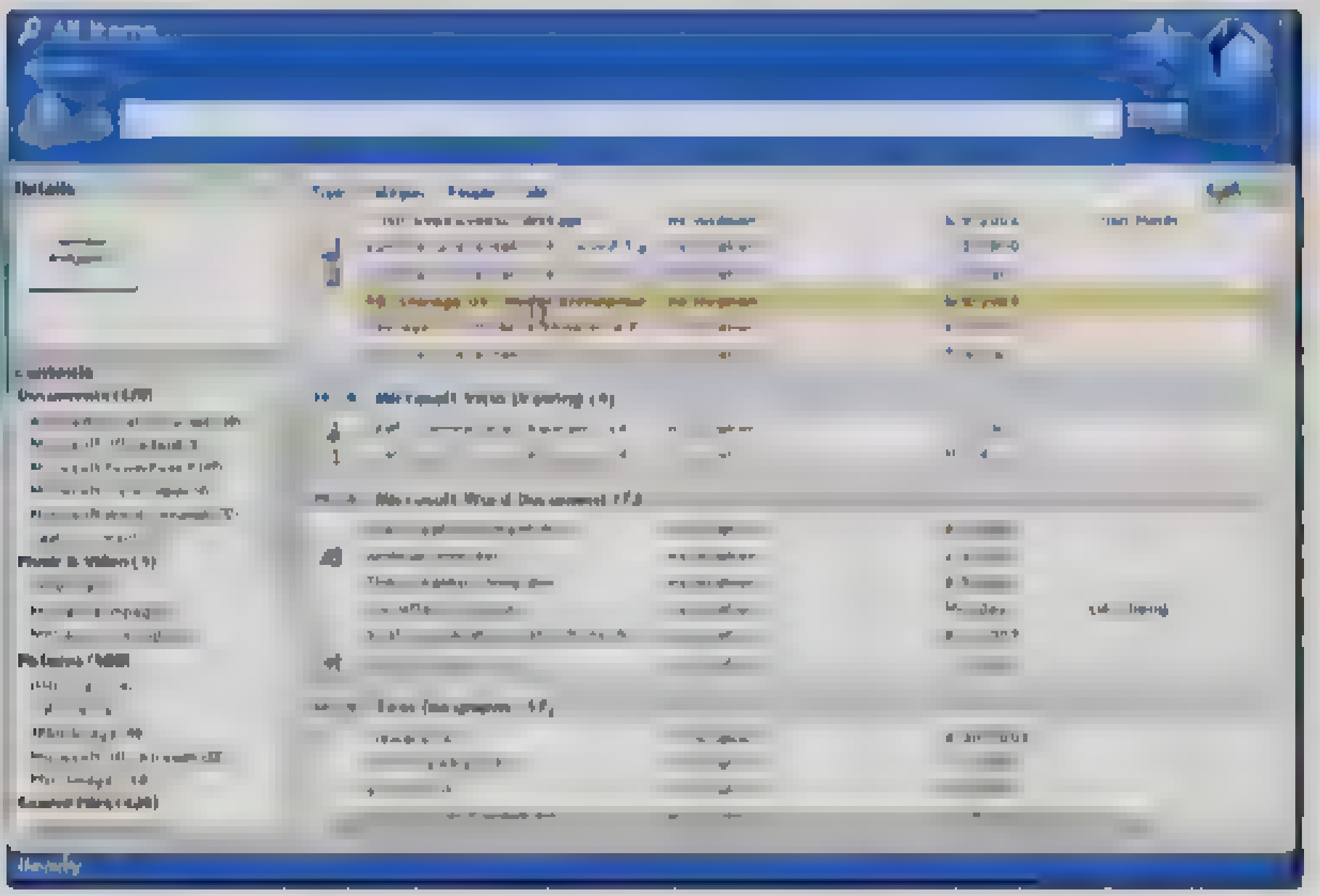


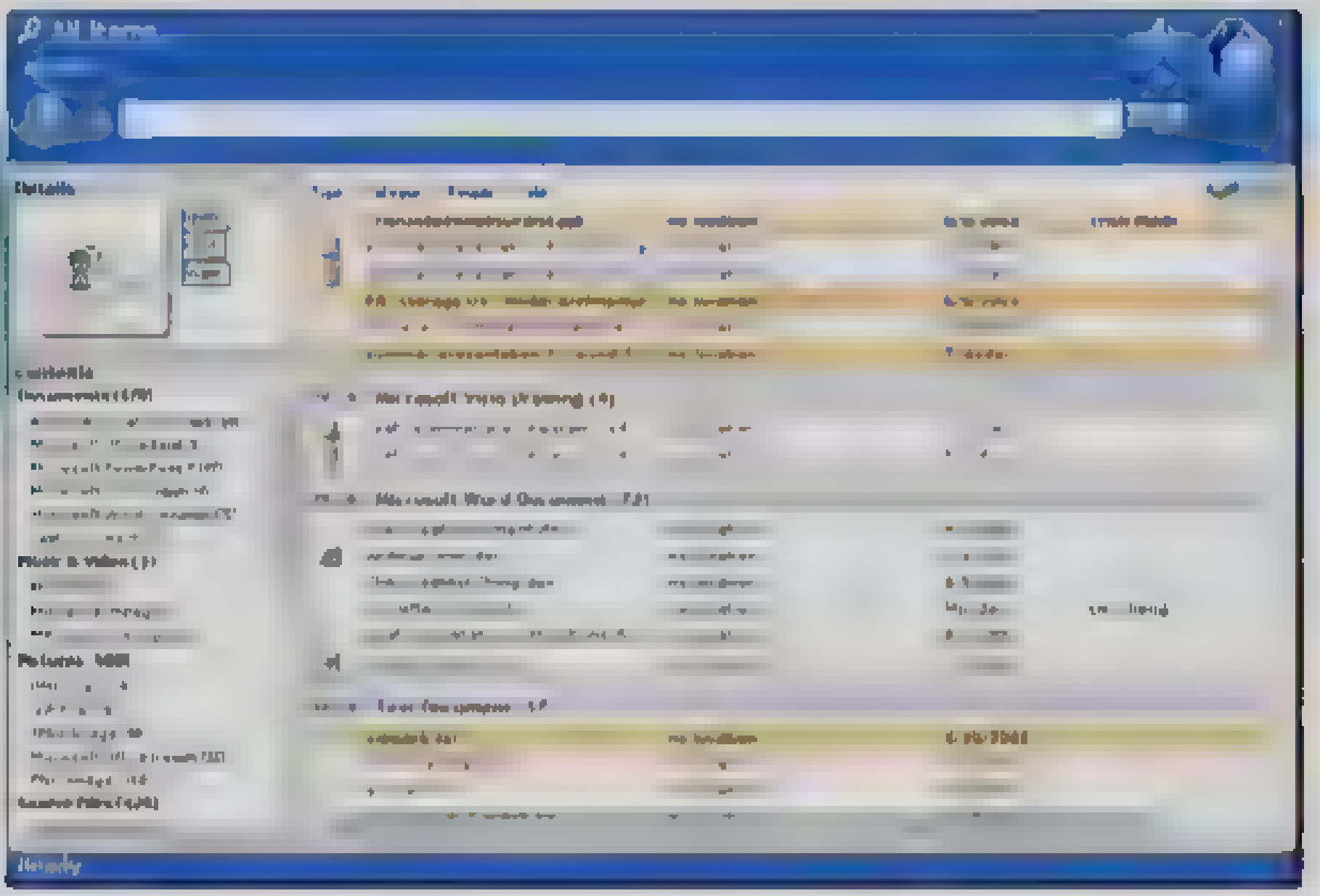

Details
Ready

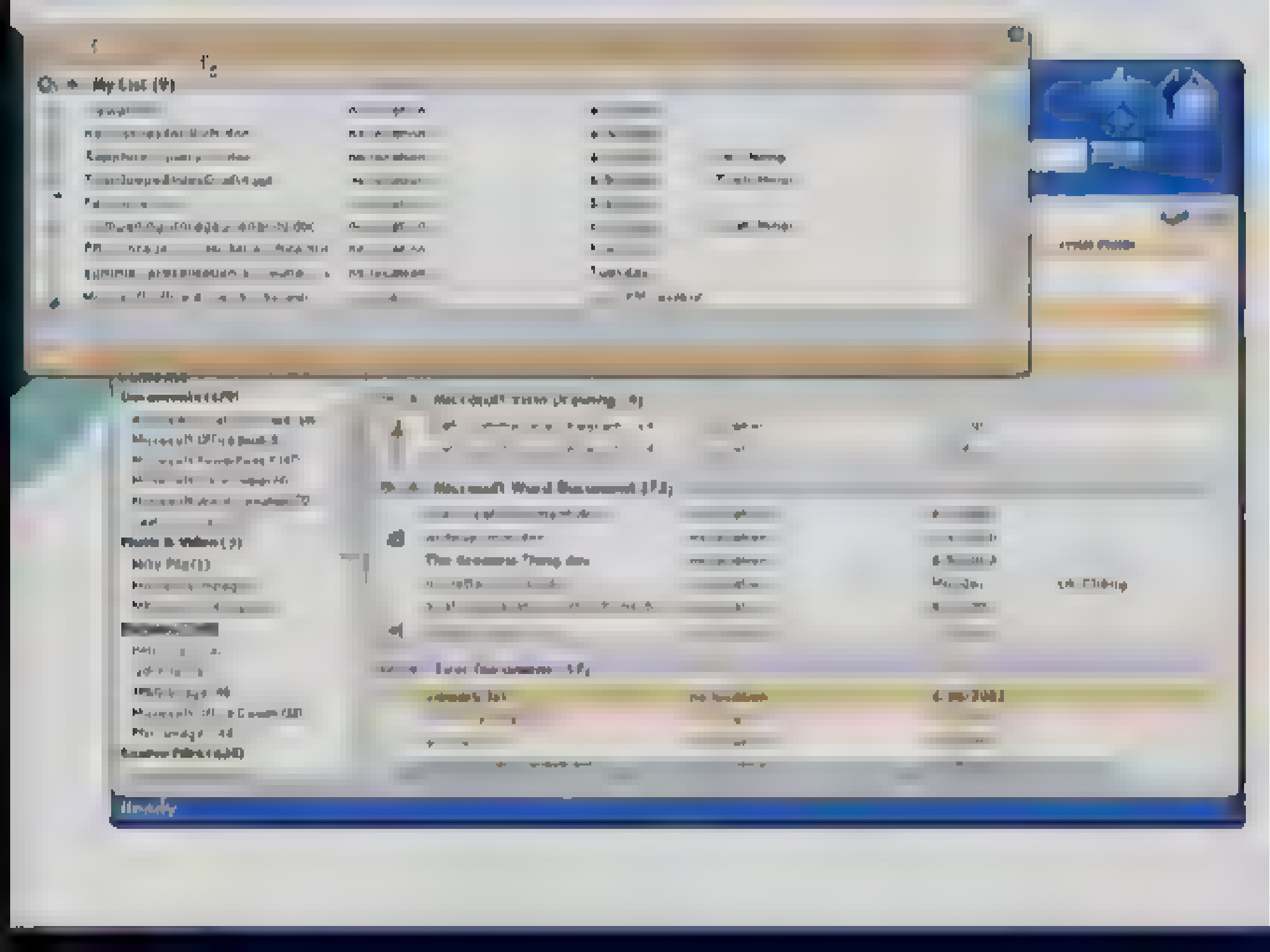


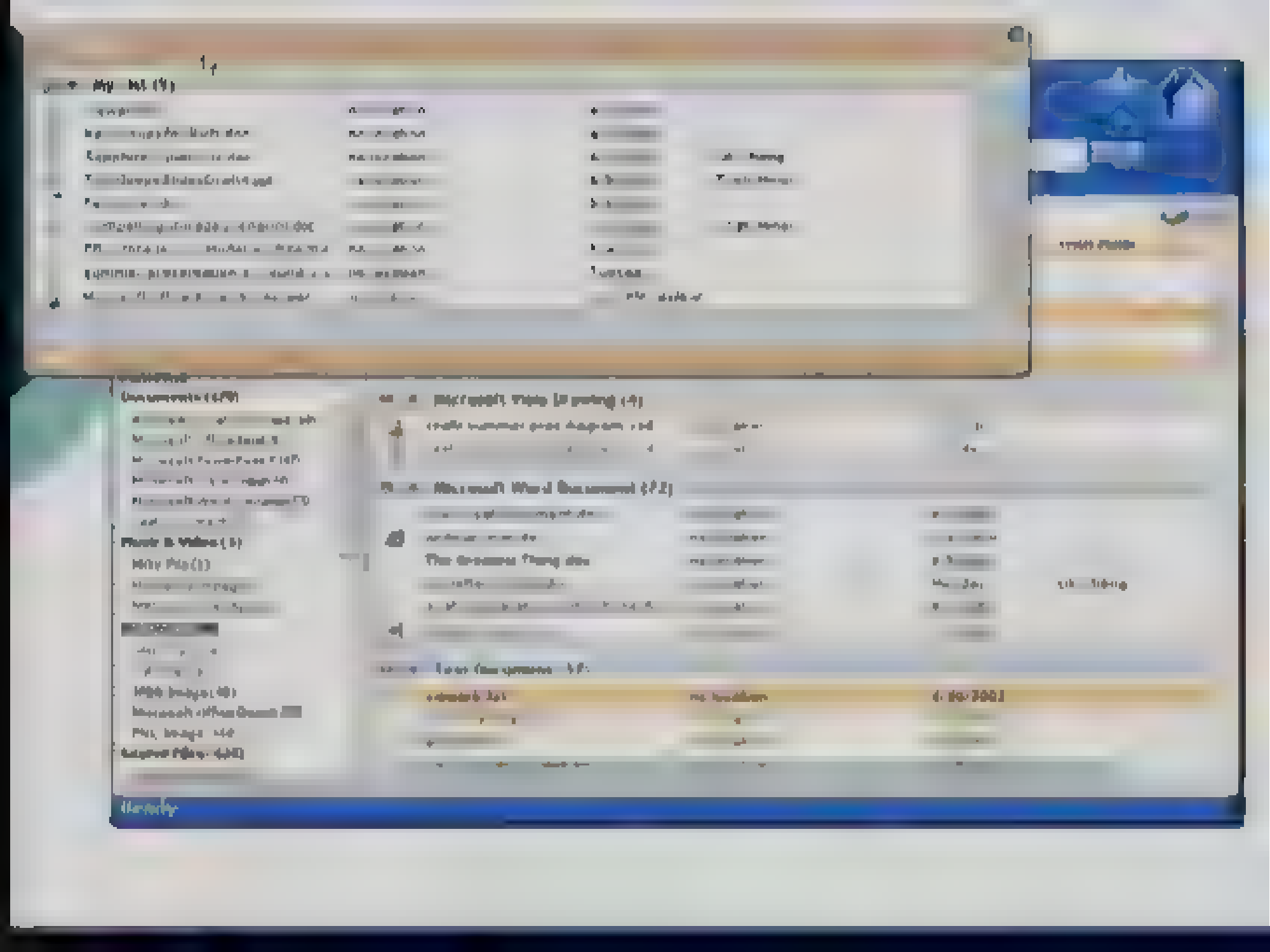


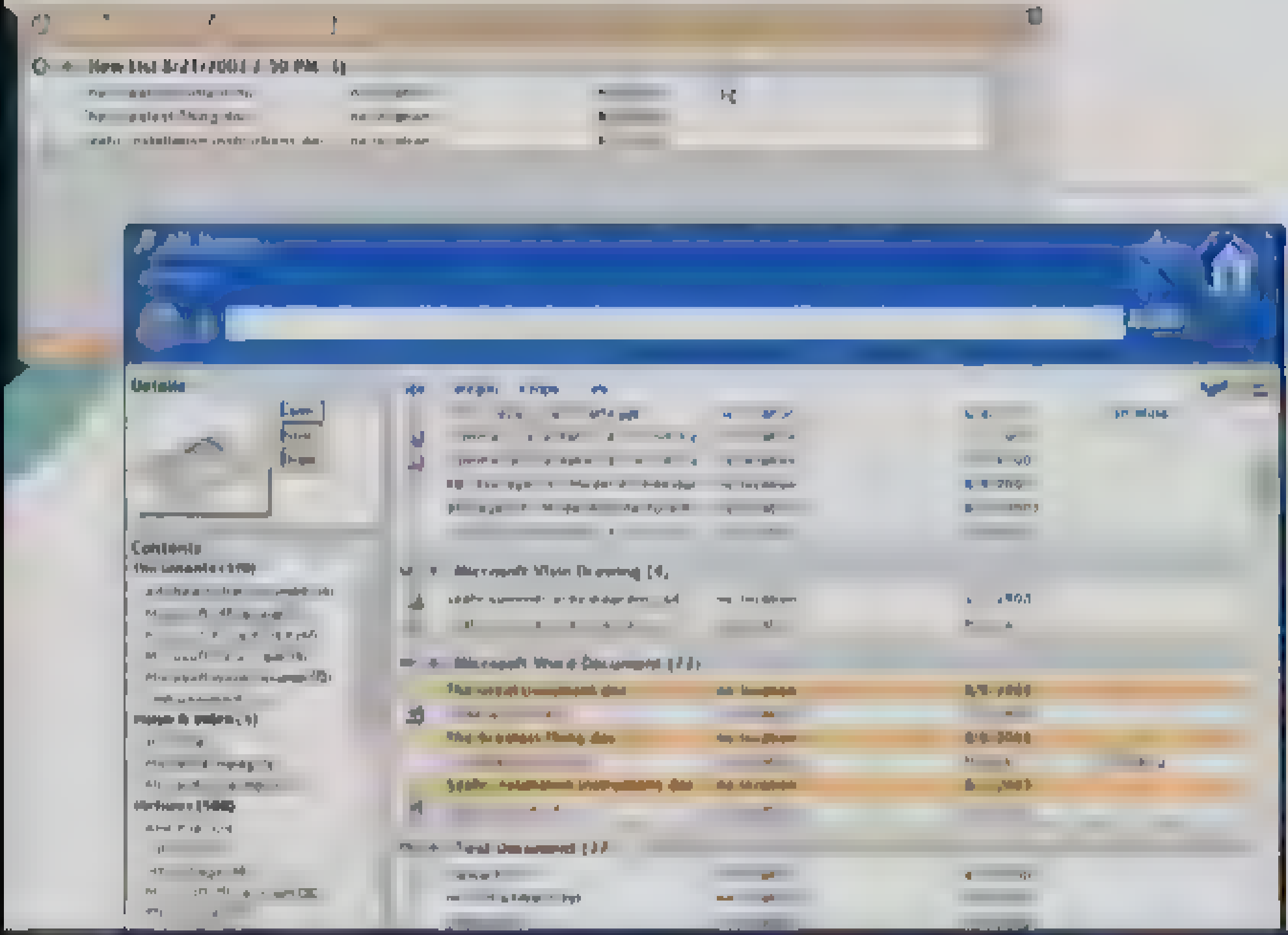

Ready

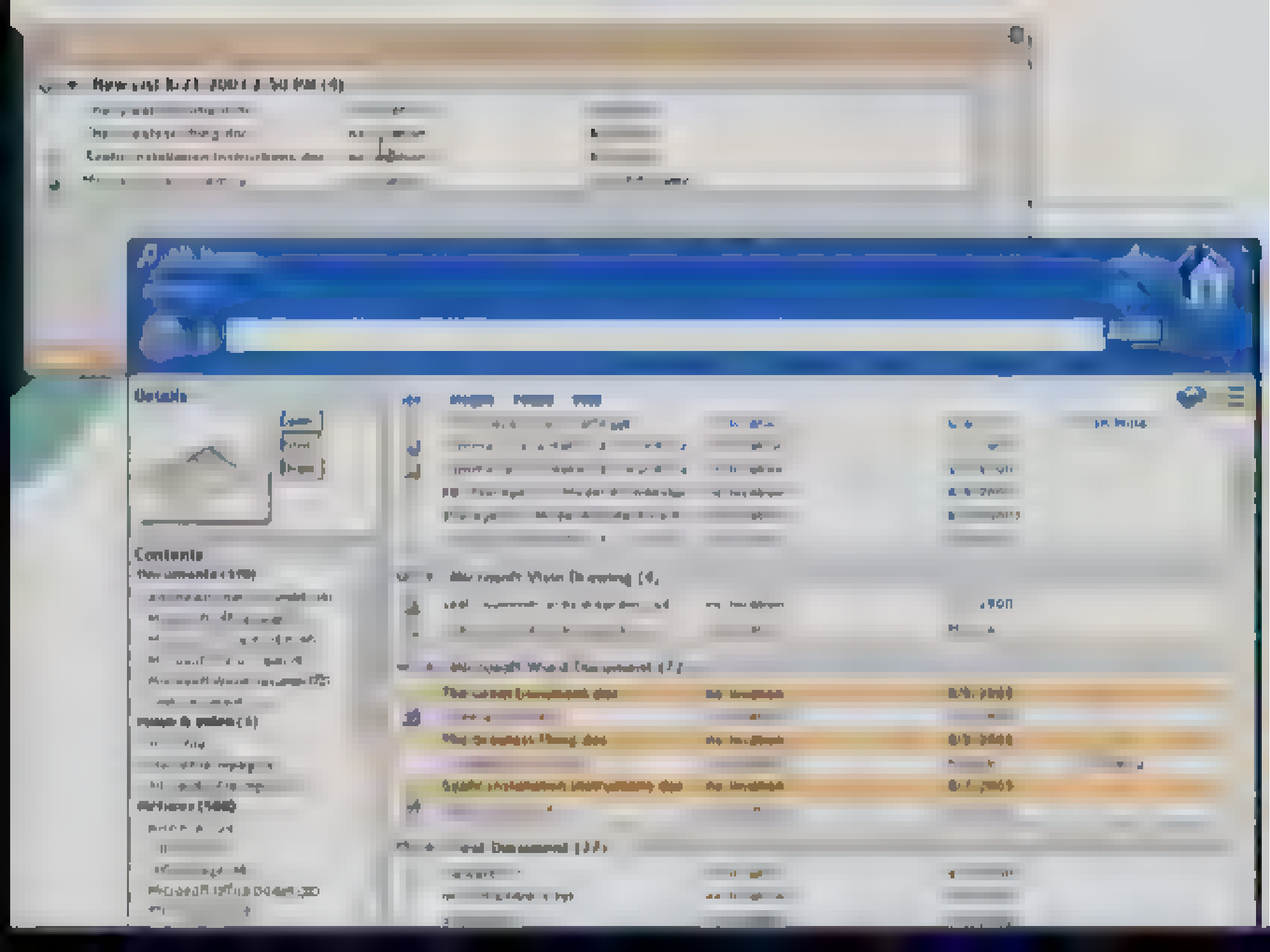


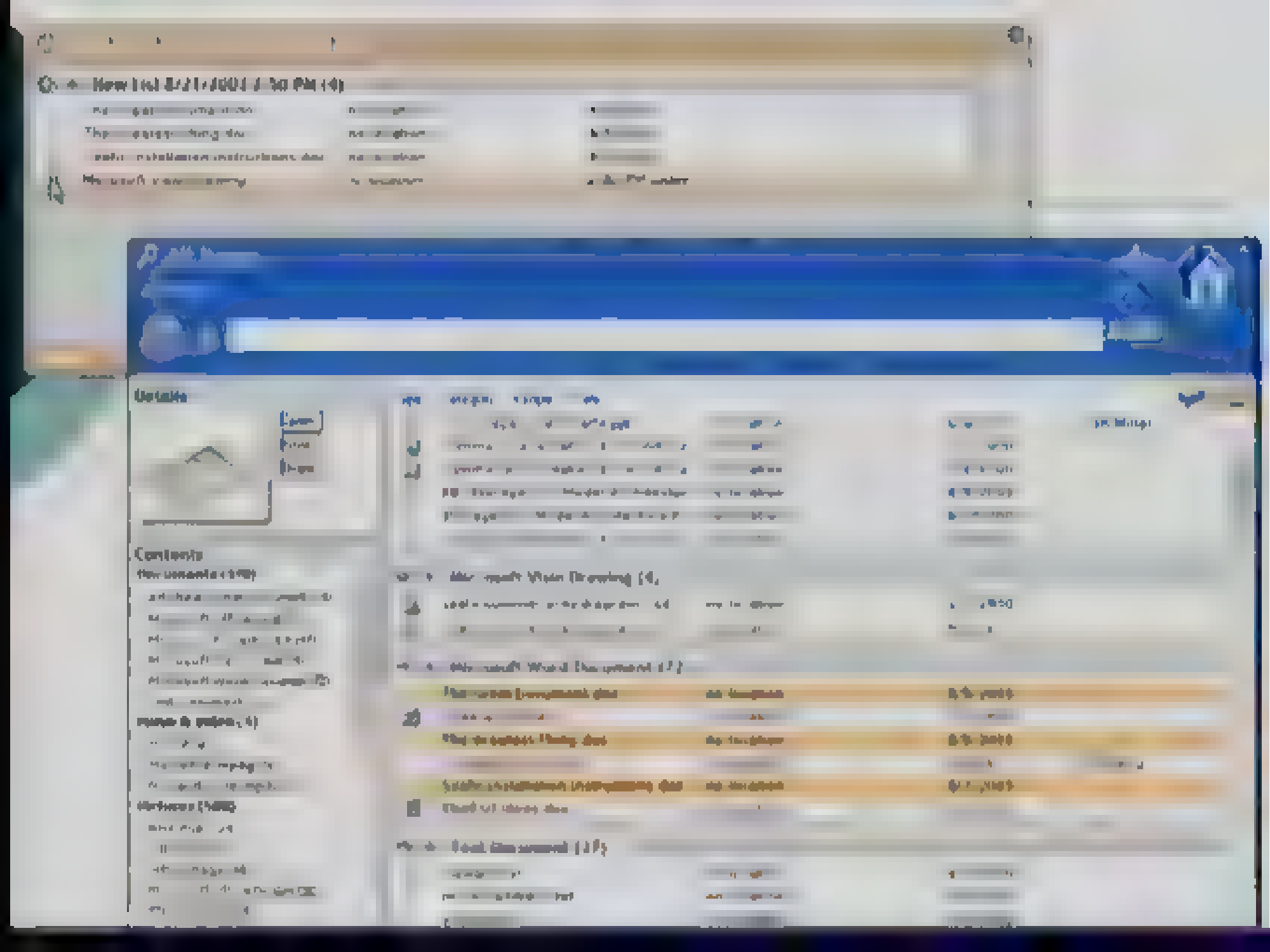









Details
Contents



# Study 2 Results

- 7 novice externals (Abby/Melissa)
- Real data, Sapphire on XP
- Surprise: **everyone got lists**
  - 7/7 Understood linking semantics
  - 6/7 Predicted drag & drop behavior
  - 7/7 Predicted delete behavior
  - 7/7 Predicted dynamic list within static
  - 6/7 Valued overlapping lists
- Everyone **preferred to XP explorer**
  - Overall 6 of 7 for **confidence in finding**
  - Overall 5.9 of 7 improvement over XP

# Summary & Next Steps

- Rapid prototyping & user studies:
  - Relieve product track risk
  - Explore hard issues
- Continue joint studies & prototypes with Windows team
  - Migration
  - Organization concepts & set semantics
  - Sharing
- Contact: *mattmac, andrzejt, scottlt, lilich*

If you want prototype

# Summary & Next Steps

- Rapid prototyping & user studies:
  - Relieve product track risk
  - Explore hard issues
- Continue joint studies & prototypes with Windows team
  - Migration
  - Organization concepts & set semantics
  - Sharing
- Contact: *mattmac, andrzejt, scottlt, lilich*

If you want prototype

# Automatically Generated Shared Spaces

Grzegorz Zarzba, Cezary Marcjan
Social Computing Group, MSR
Aug 21, 2003

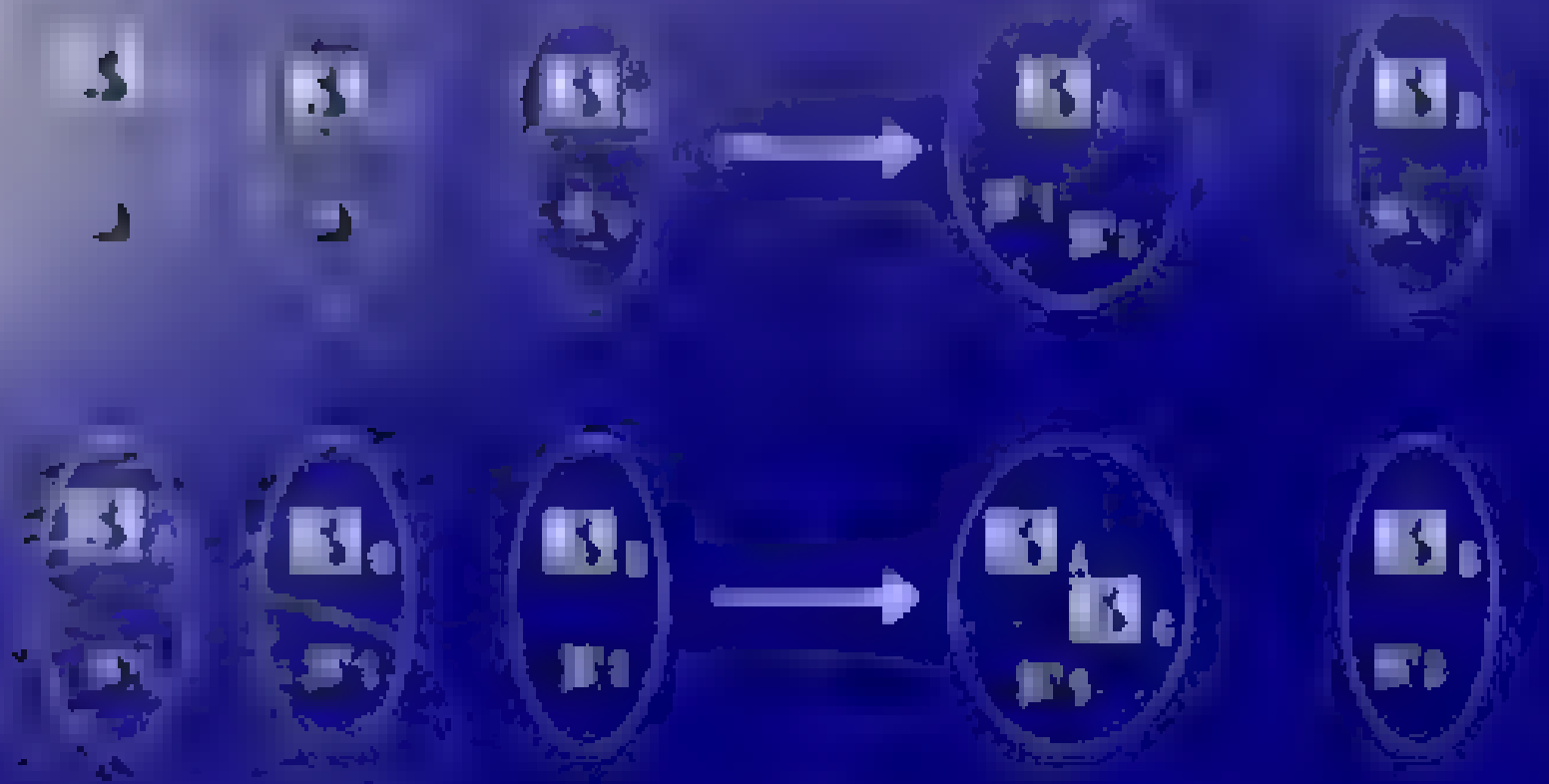
Microsoft Confidential

- [illegible]
  - [illegible]
  - [illegible]
  - [illegible] permissions
  - [illegible] personal about the share
- Many different methods of sharing
  - Windows shared folders
  - File shares
  - Sharepoint
  - Email, etc.

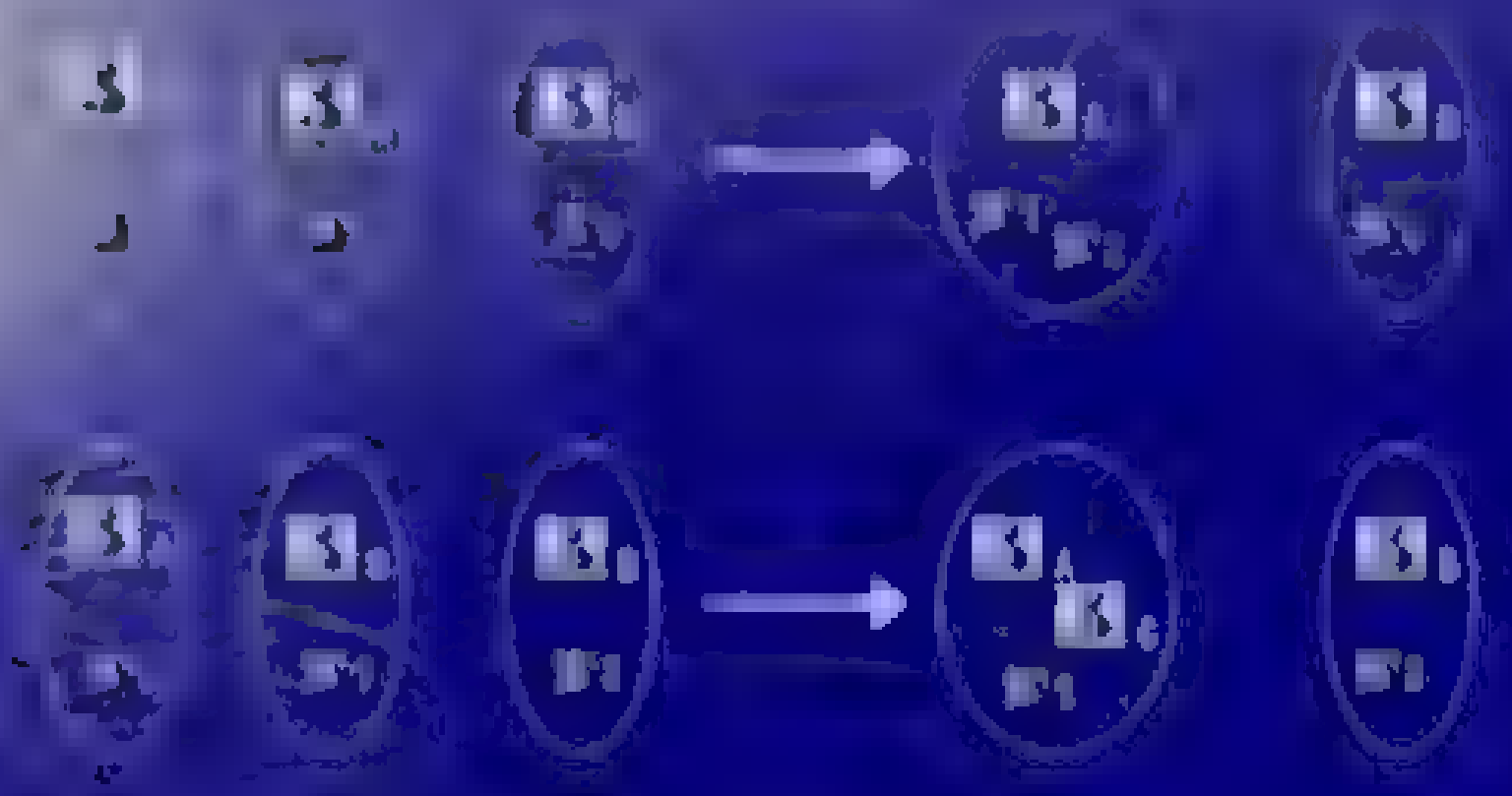
# Personal Feed of suggested shares

- [illegible]
  - [illegible]
  - [illegible]
  - [illegible] Sent and received messages
  - [illegible]
- [illegible] unwanted items (undelivered messages, junk [illegible]
- Mining people-docs groups
  - Correlating groups with the same set of people
  - Correlating groups with the same set of docs (files)

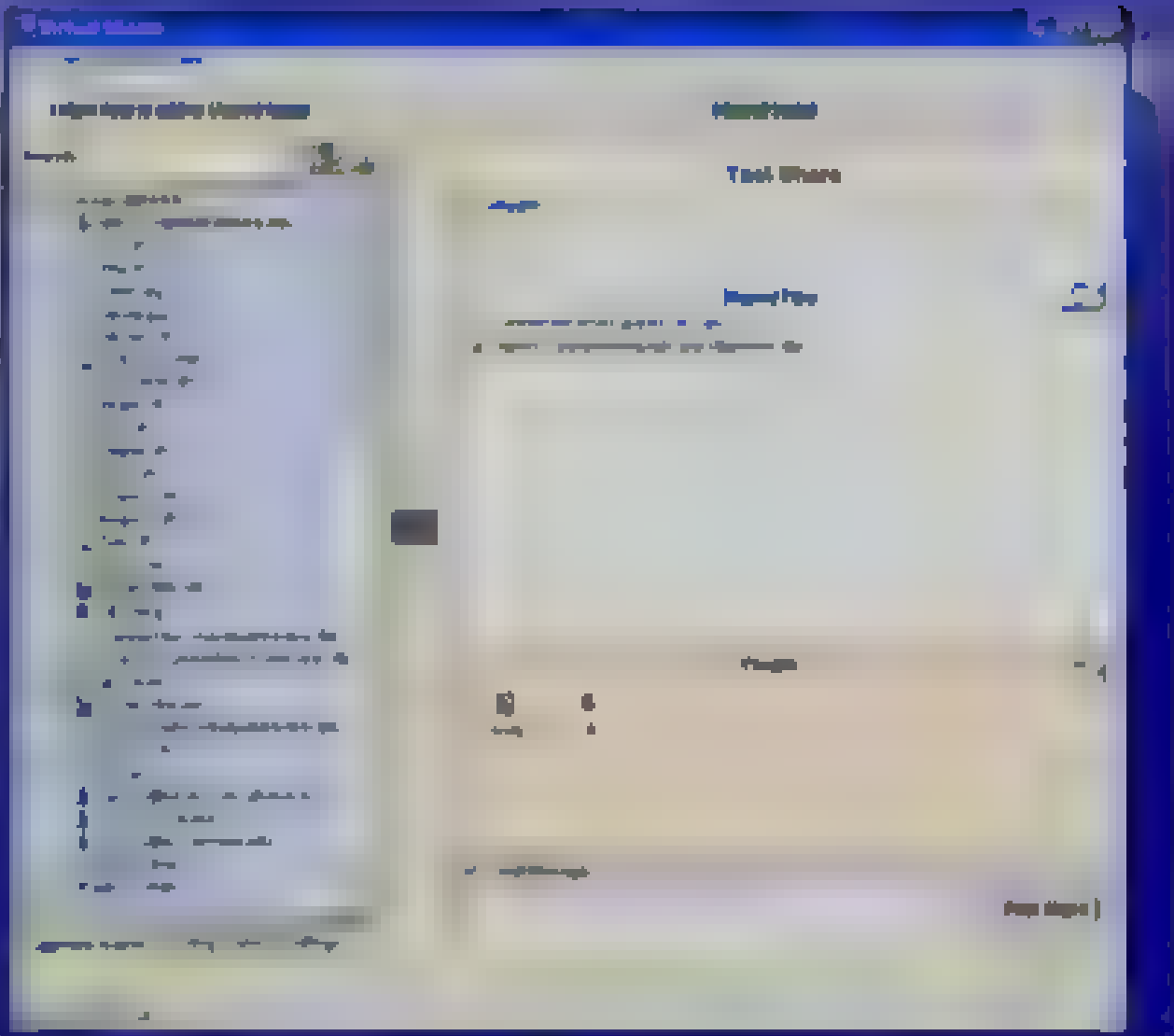
# Regeneration is suggested

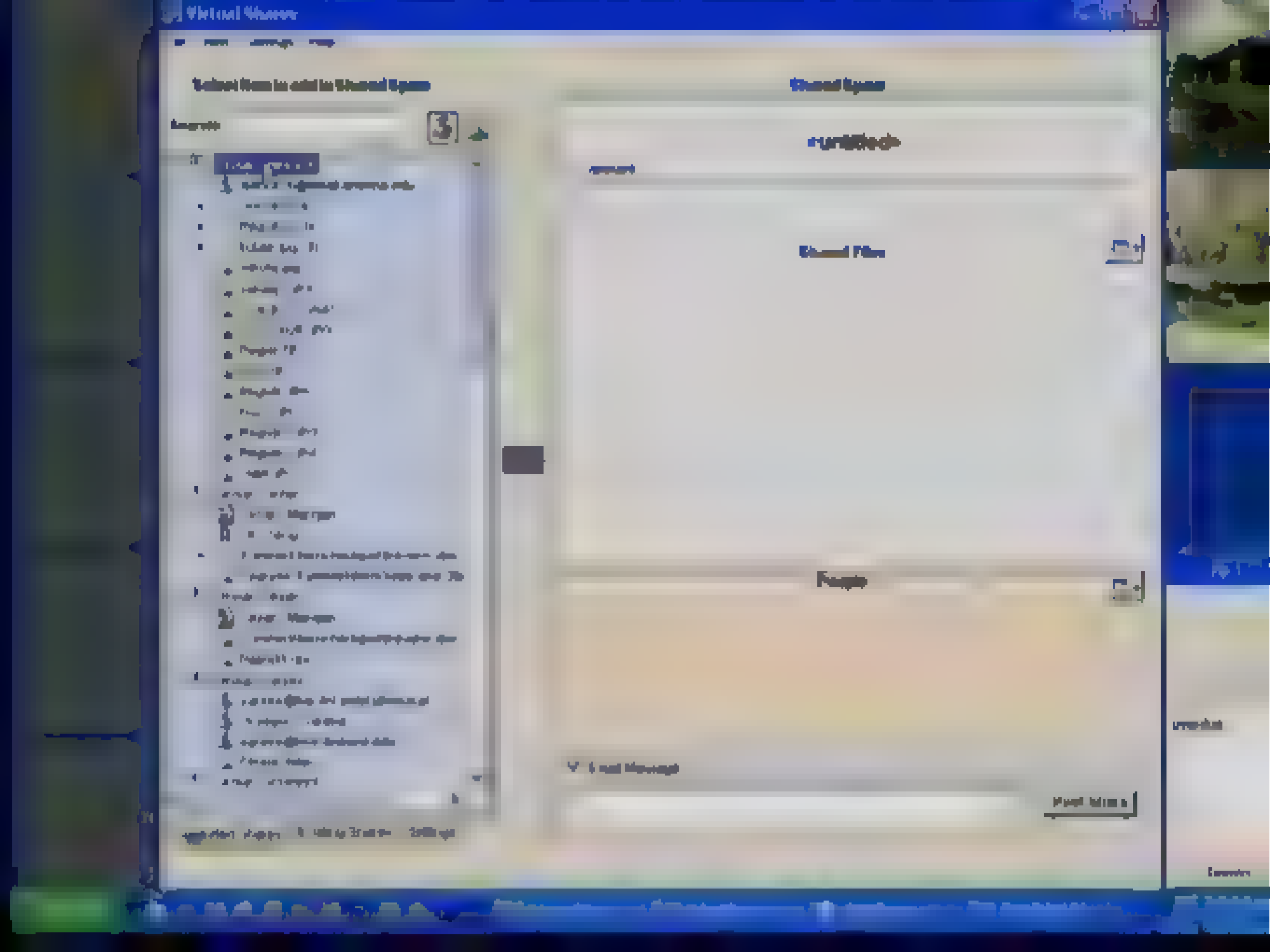


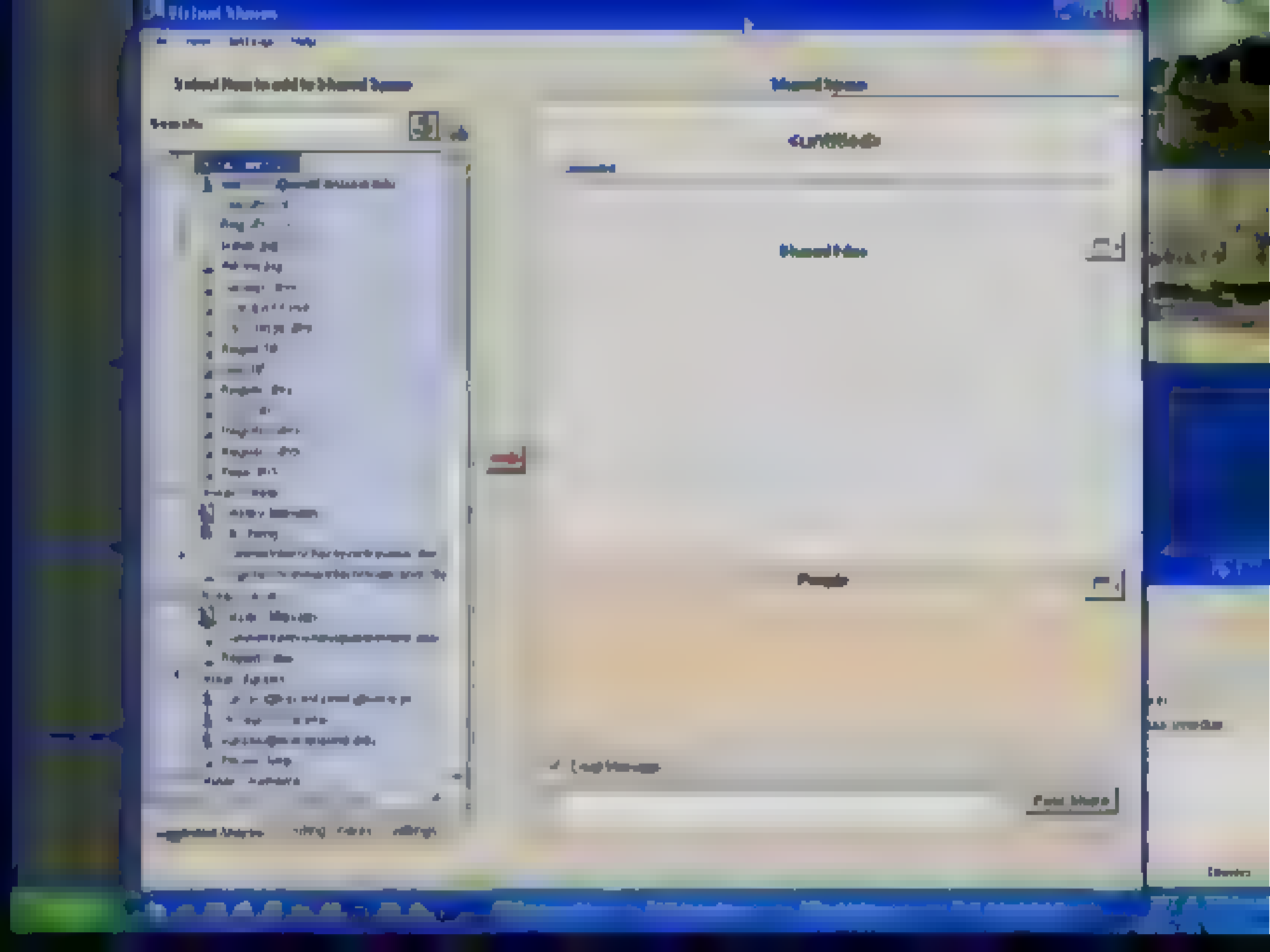
# The generation of suggested

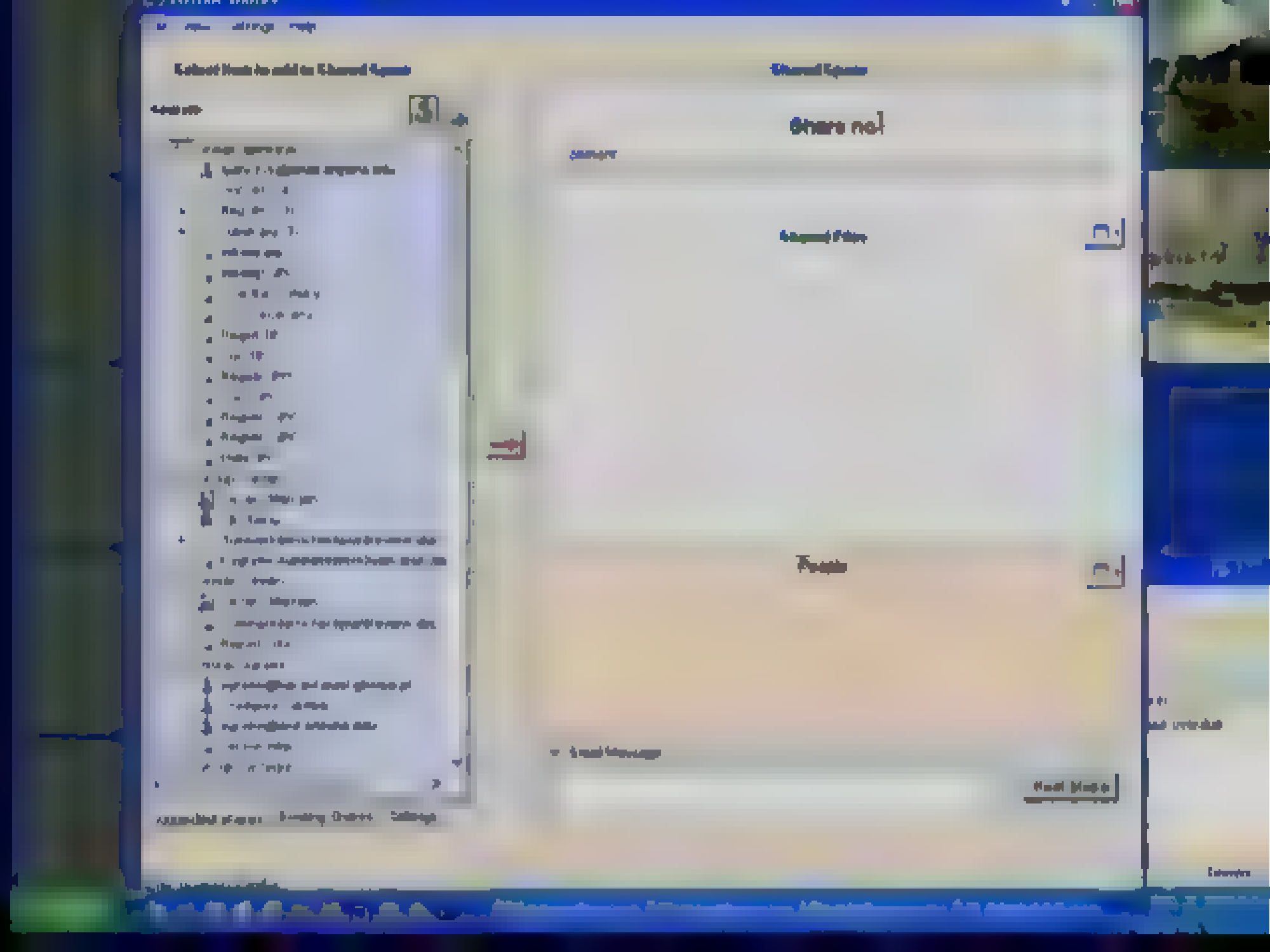


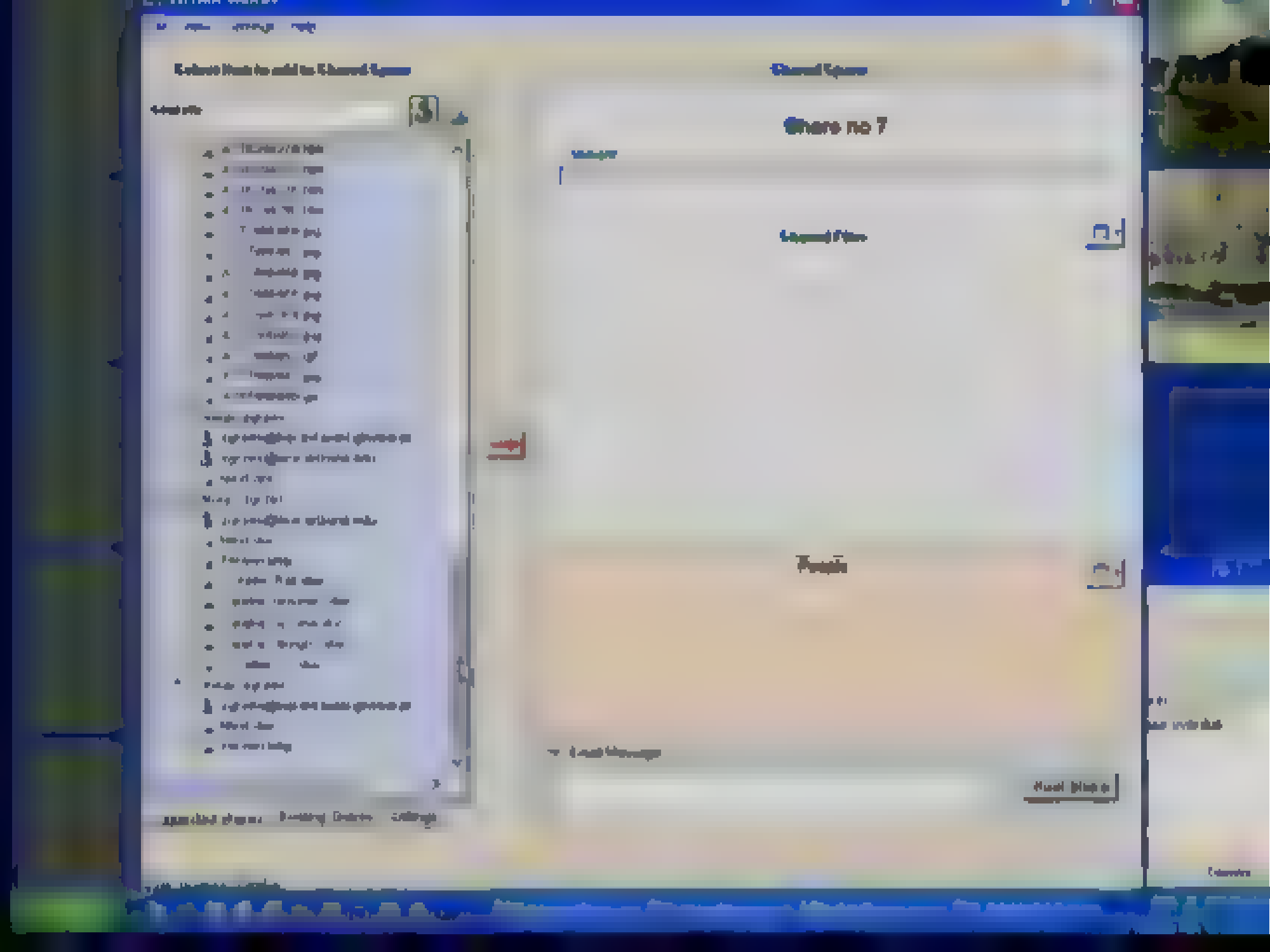
# Demo

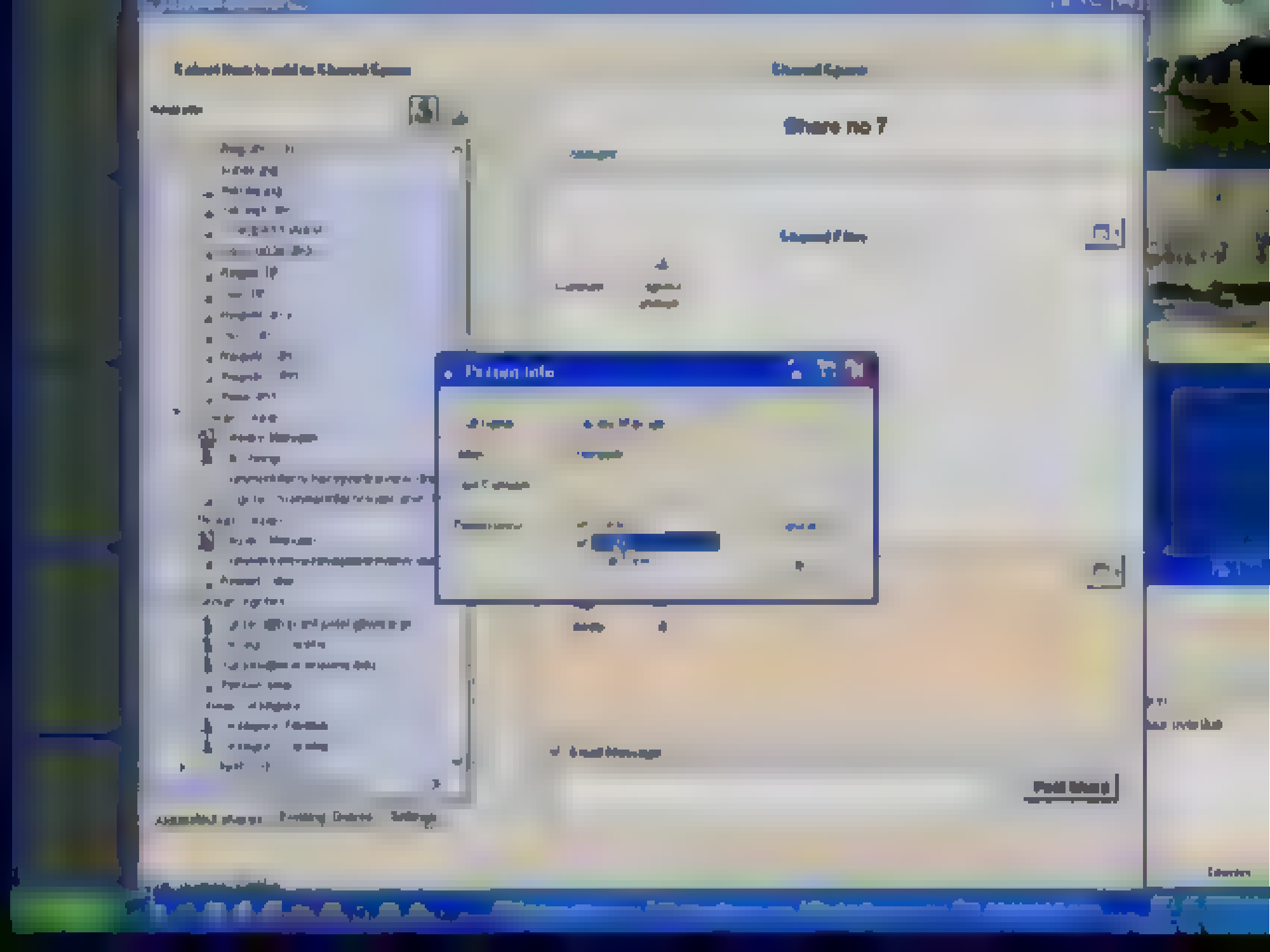


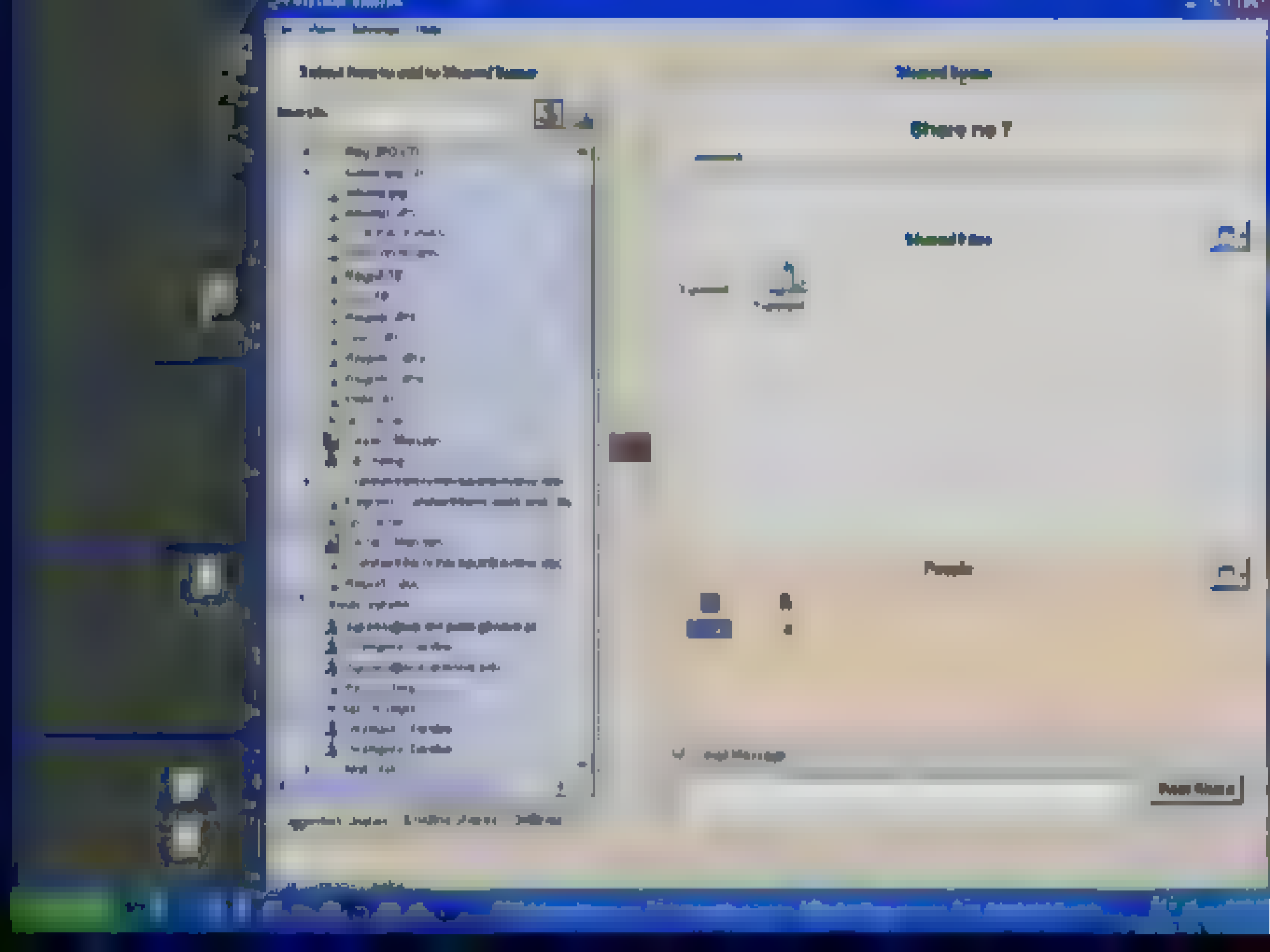


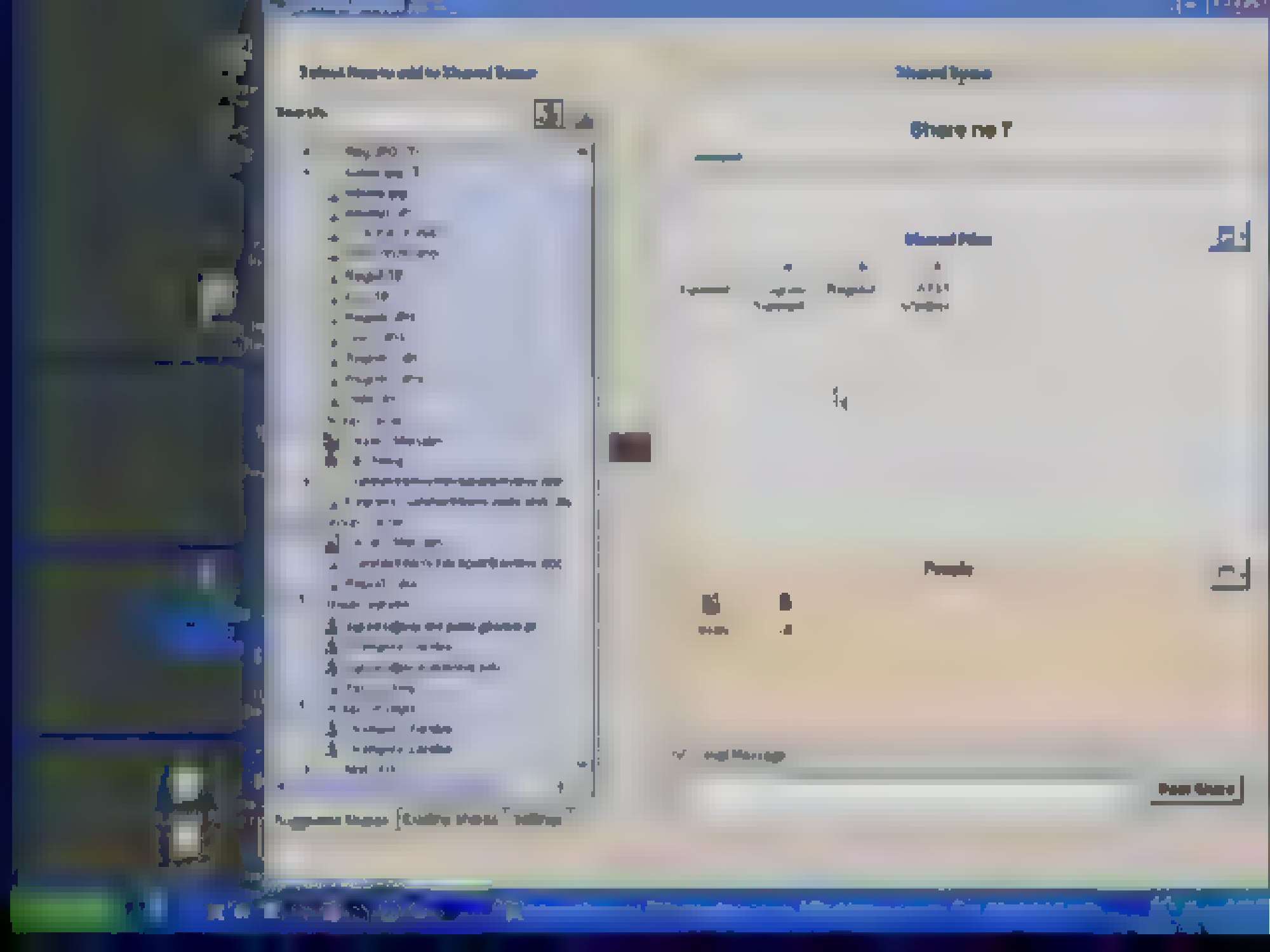


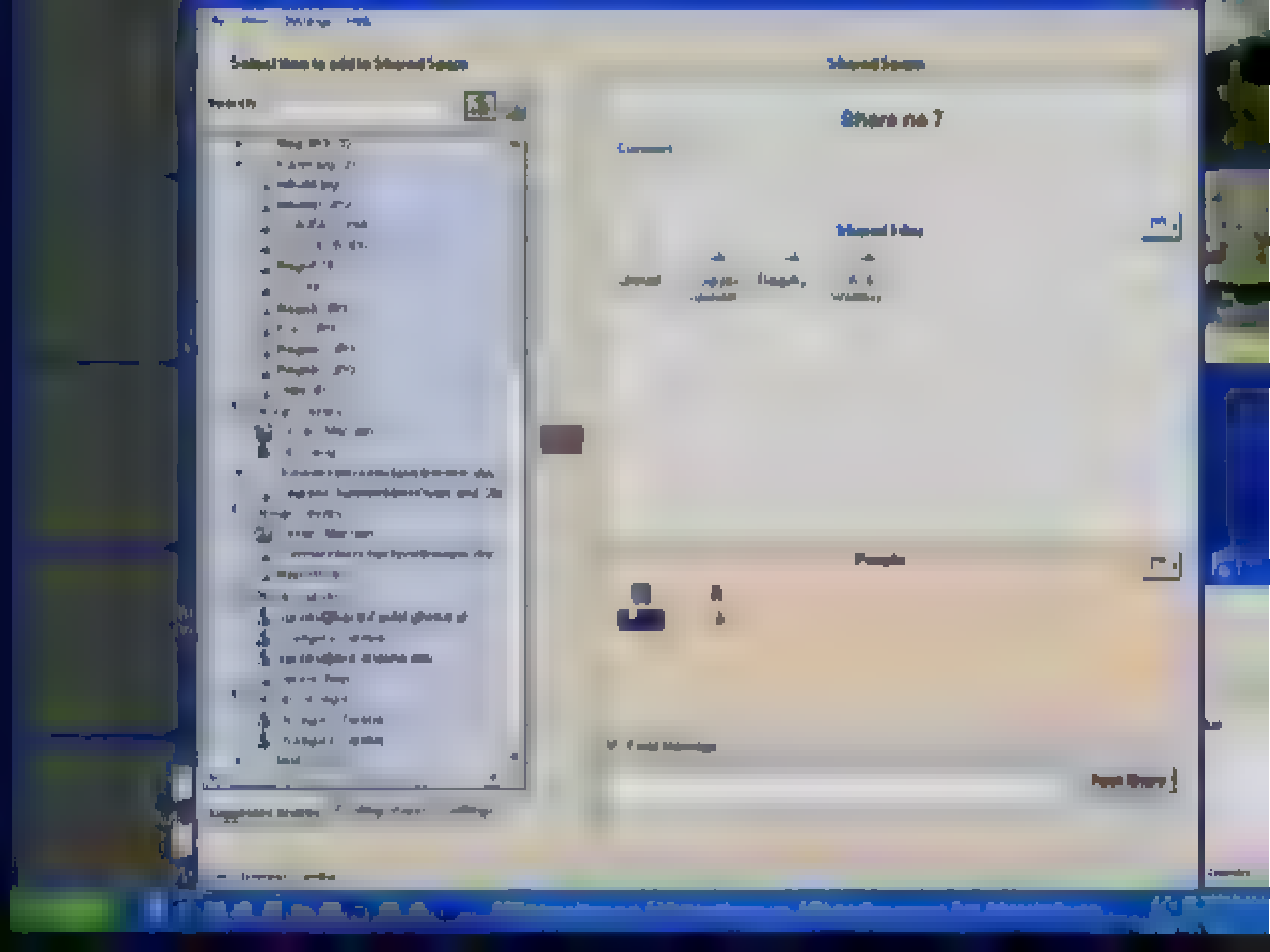


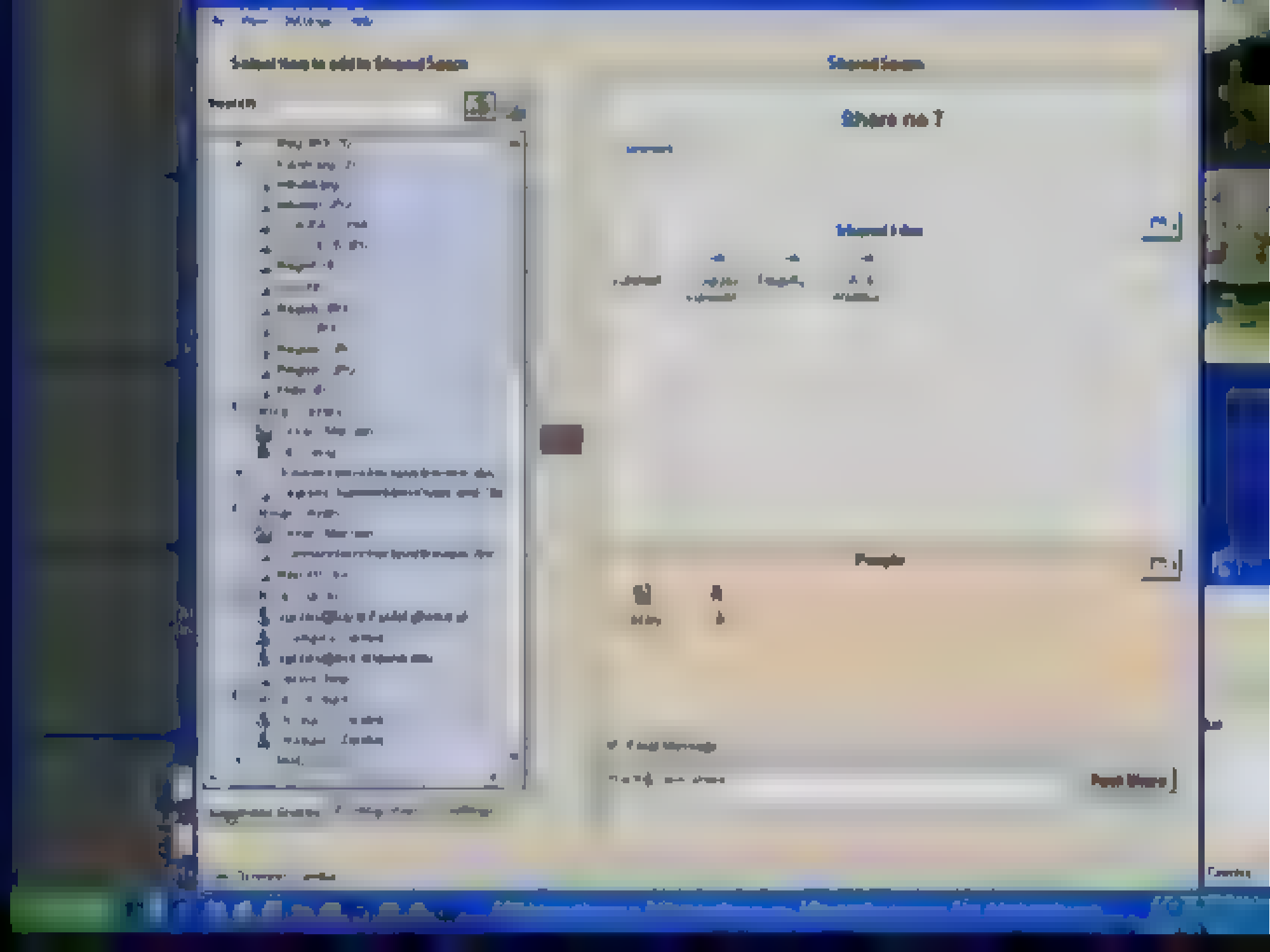



Share no 7




Shared Space
Share no 7
Shared Files
People
Post Share


Share no 7
Comment
Shared Files
People
Post Share


Share me ?

- [illegible]
- [illegible] providing crewed shared space [illegible] operation and maintenance module

[illegible] Pegram or zgrass@ece.arizona.edu
cezarym[illegible]

# Instant Meeting Preparation

Mil Porkoy, Sheily Farnham,
Dave Myron, Lili Cheng
Social Computing Group, MSR
Aug 21, 2008

Microsoft Confidential

# Instant Meeting Preparation

Will Portnoy, Shelly Farnham,
Dave Myron, Lili Cheng
Social Computing Group, MSR
Aug 21, 2003

Microsoft Confidential

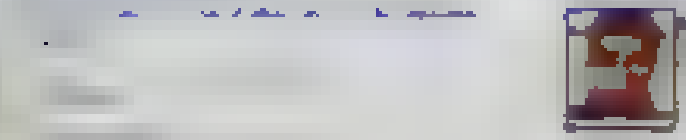
# One Page Instant Meeting Prep

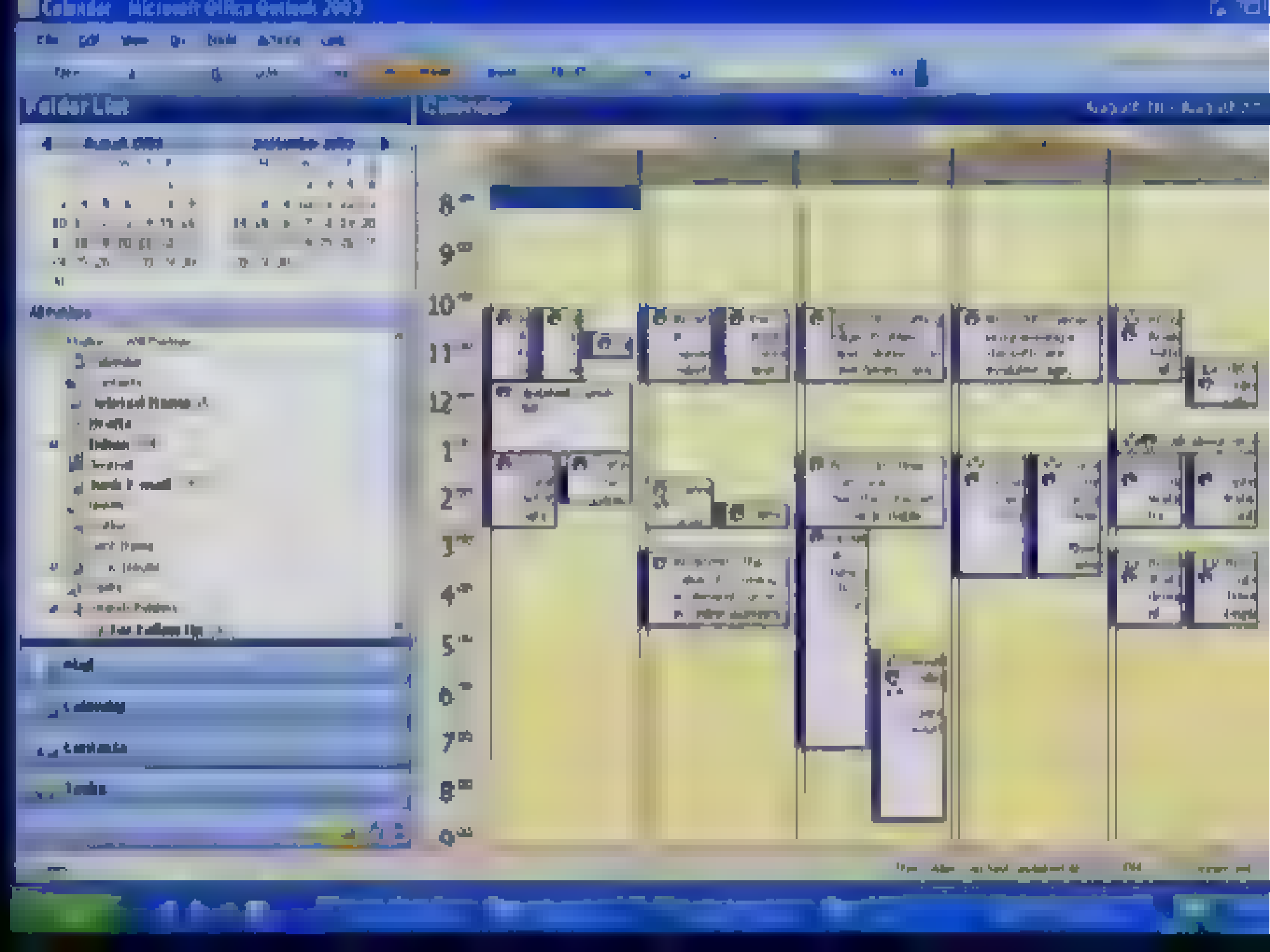
- [illegible] minutes with known people
- [illegible] generates a one printed page [illegible] take to the meeting
  - [illegible] ized by your
    - [illegible] ship to other attendees
    - [illegible] relevant communications and documents
    - [illegible] ation (map from your location to meeting)

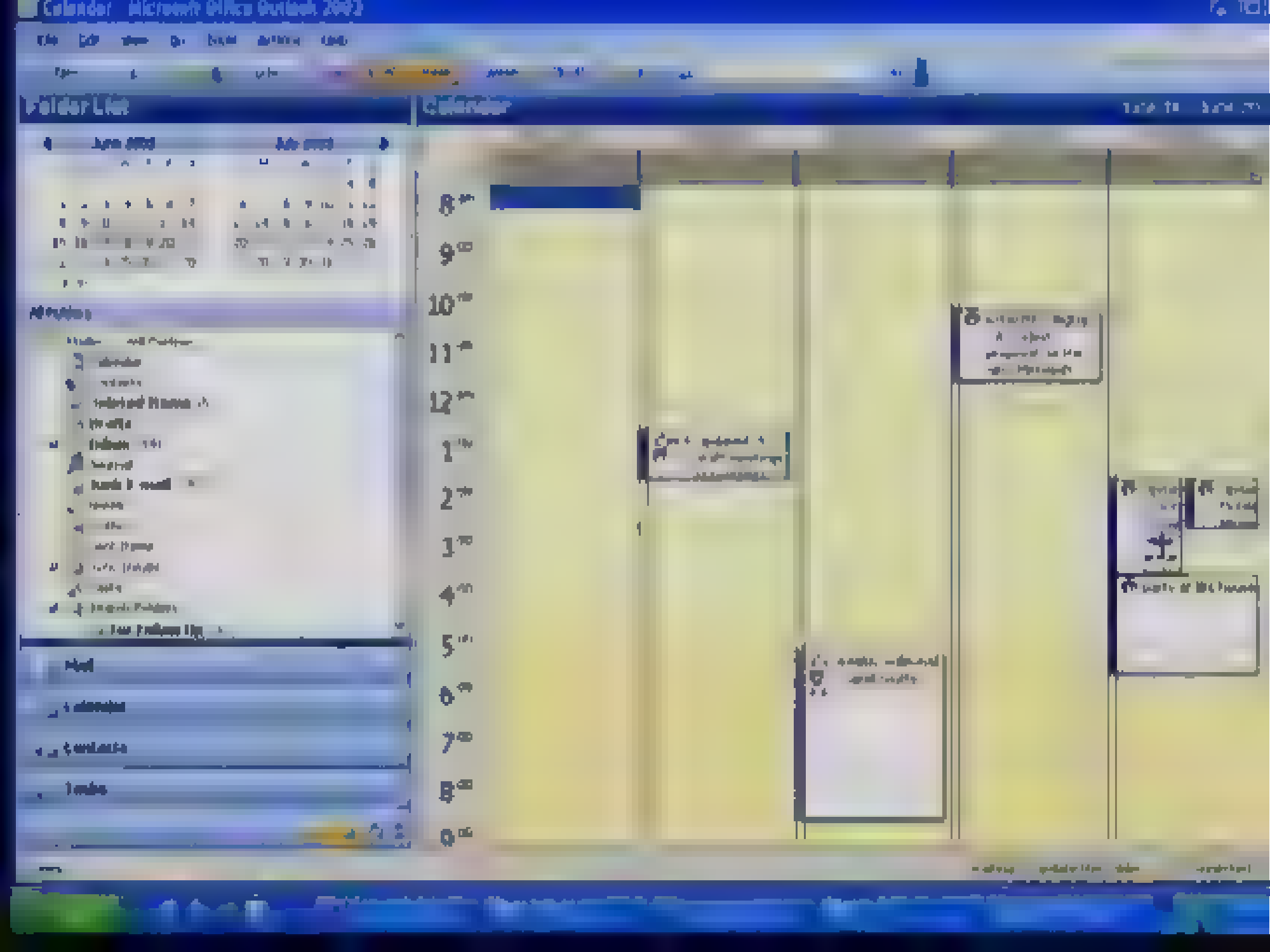
Aggregate user's public and private data

# Background

- [illegible]
  - [illegible] automatically organizing team [illegible] documents, etc.)
  - [illegible] point for exploring social network (typically in relation to "me")
  - Personal-Map Outlook Integration (inline with your communication tools)







Updated: Meeting Insights on group finding a utility - Meeting

File Edit View Insert Format Tools Actions Help

Appointment | Scheduling

Organizer: Bob Johnson

Subject: Updated: Meeting Insights on group finding a utility

Location: Online

Start time: Friday, 10/10/03 12:00 PM All day event

End time: Friday, 10/10/03 1:00 PM

Reminder: 15 minutes Show time as: Free

Attendees: [illegible] Required attendees: [illegible] Optional attendees: [illegible]

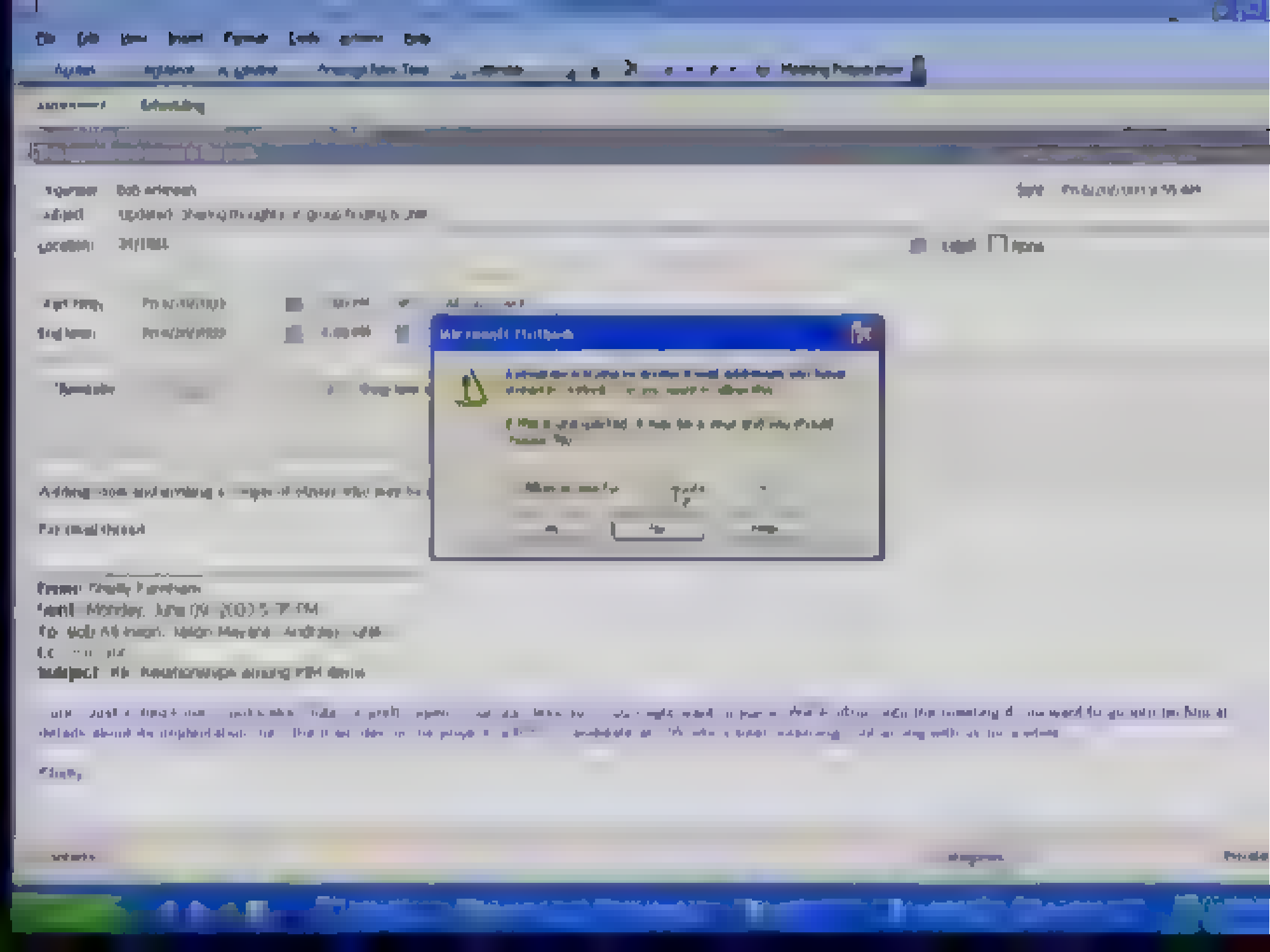
Resources: [illegible]

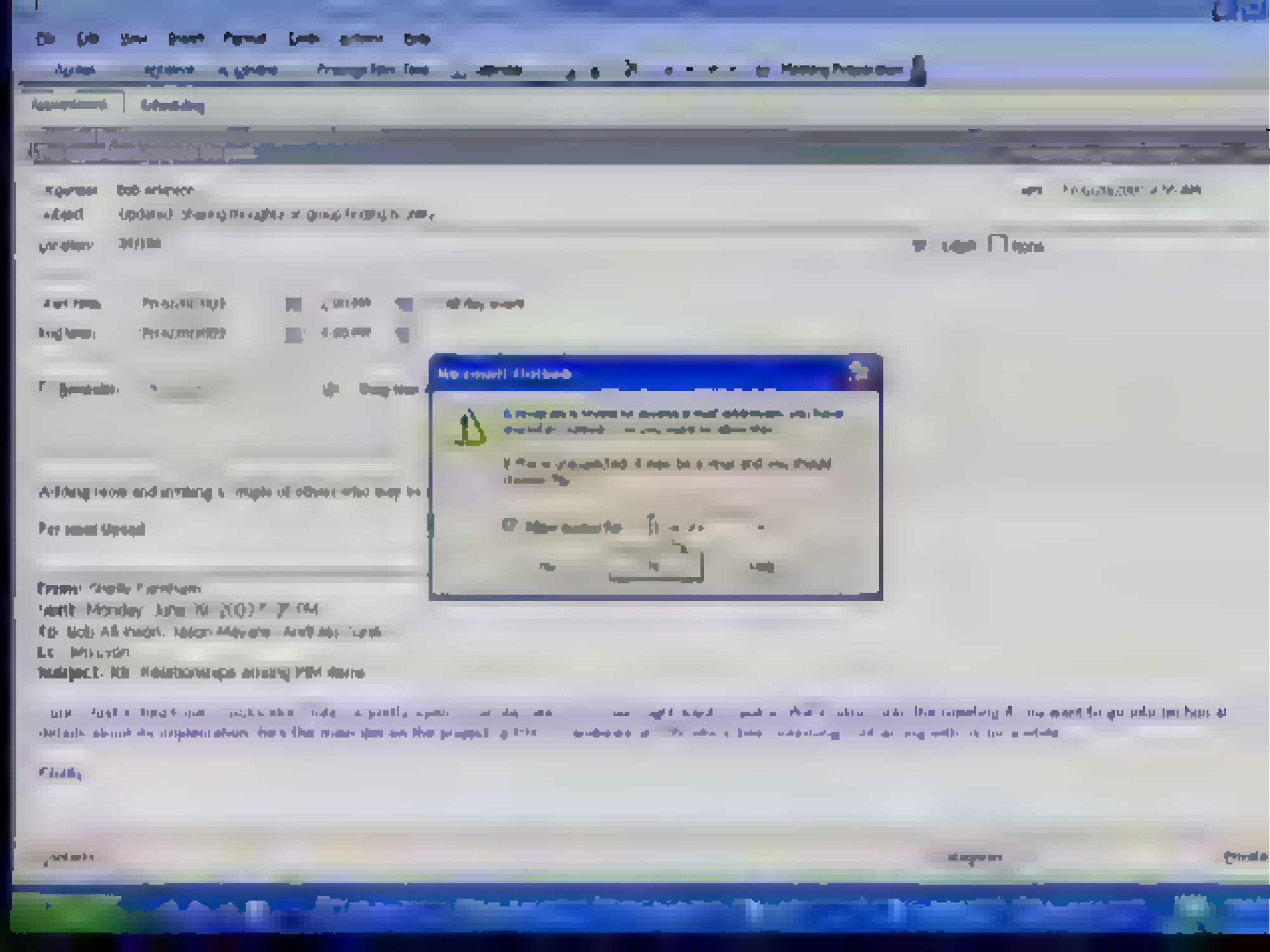
From: Chris Fernham
Sent: Monday, June 09, 2003 4:35 PM
To: [illegible]
CC: [illegible]
Subject: RE: Insights on group finding [illegible]

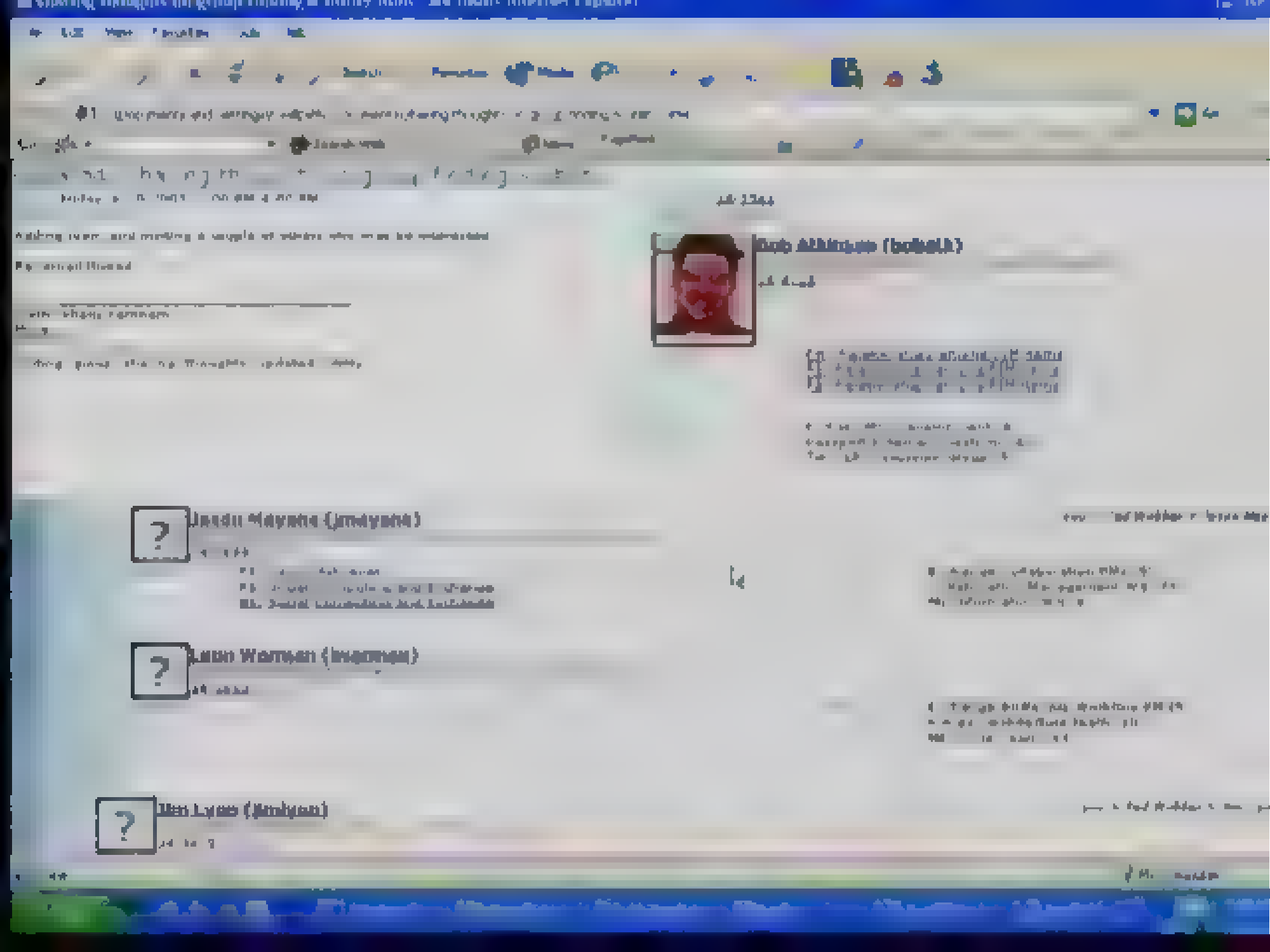
[illegible]

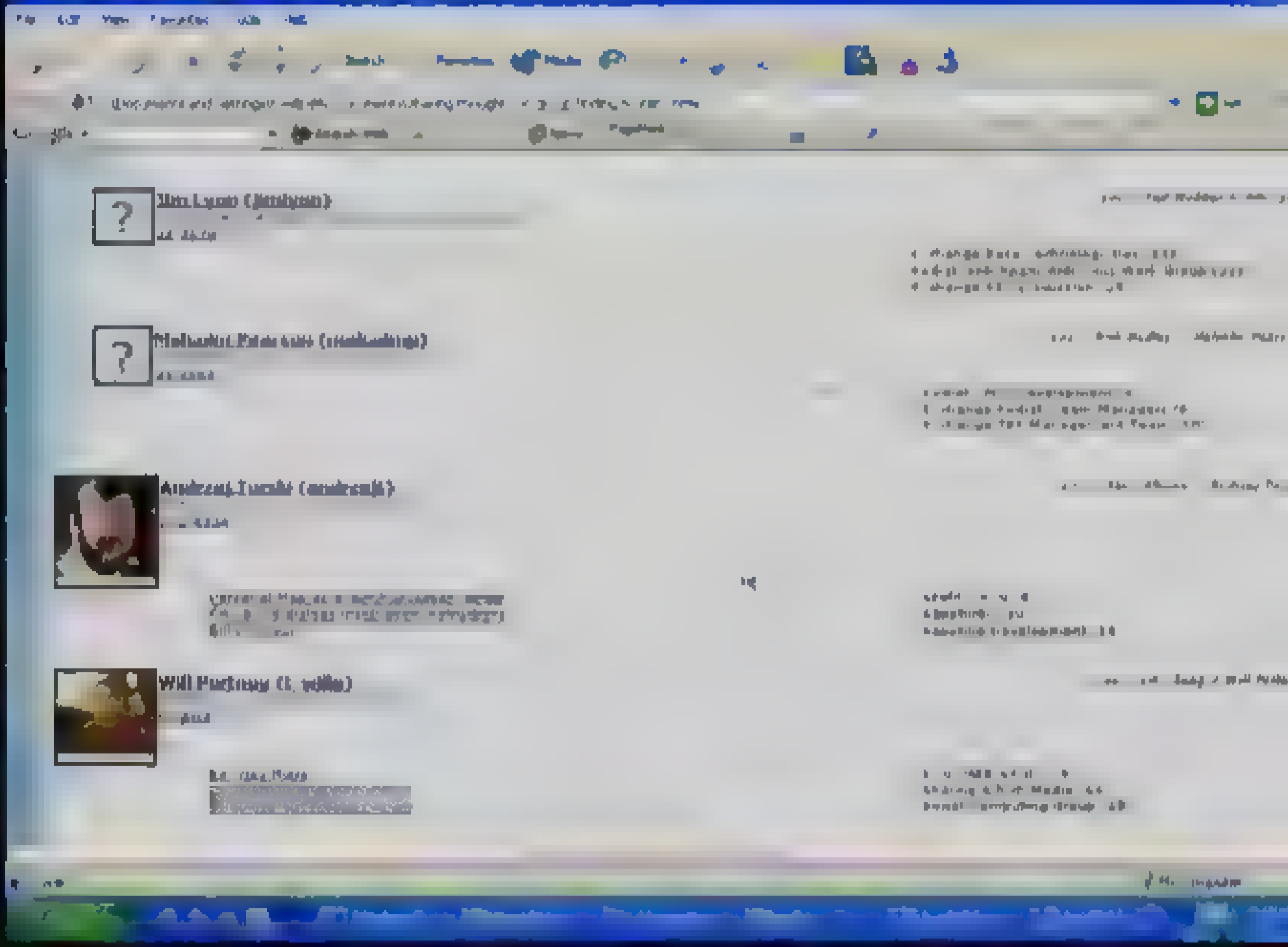
Chris

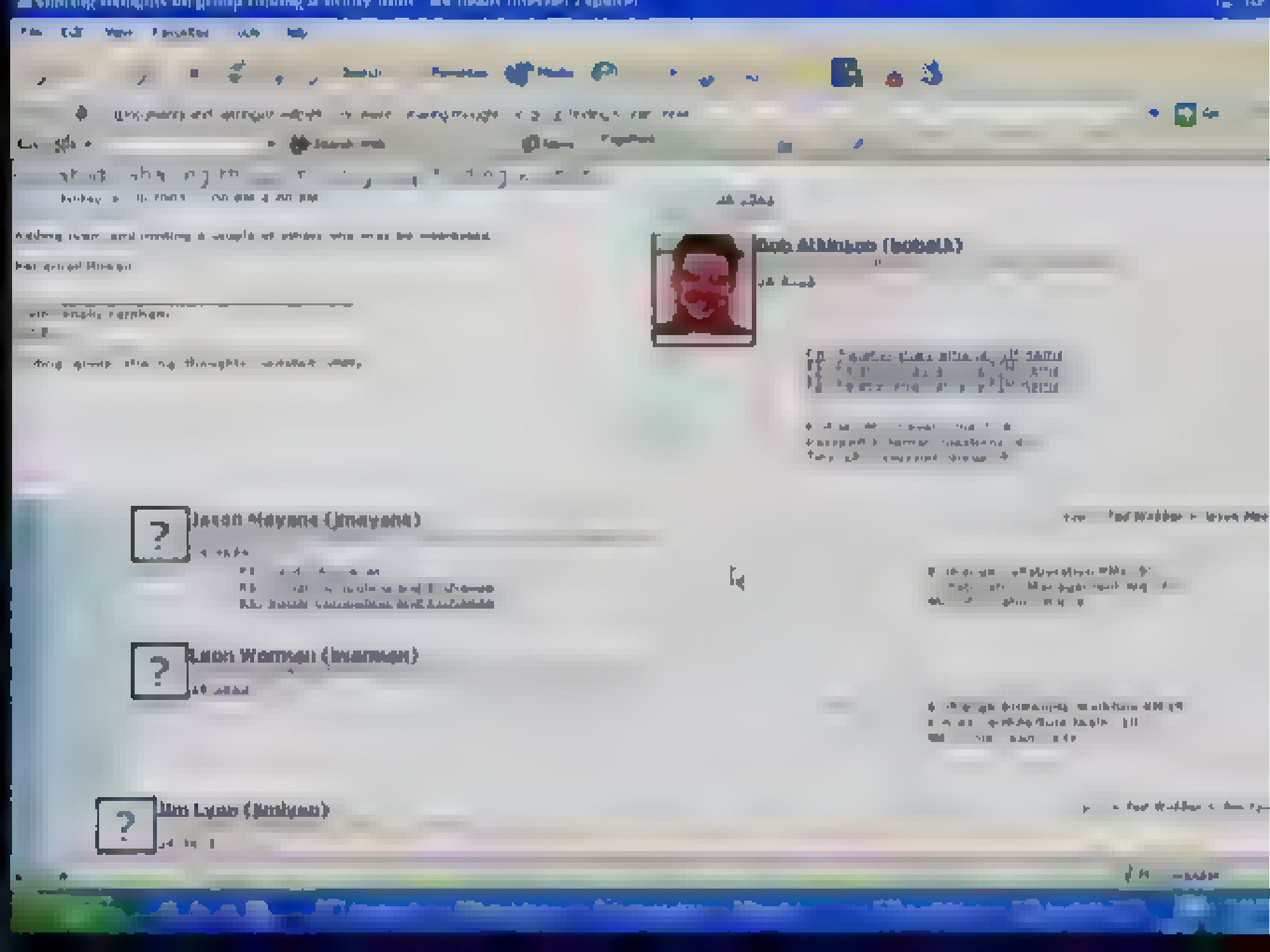
Contacts | Organizer | Private



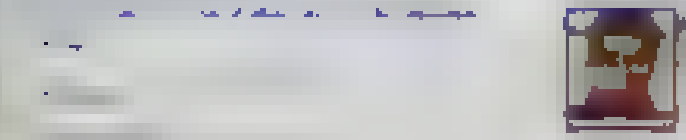



Bob Atkinson (bobatk)
Jason Mayne (jmayne)
Leon Wornan (leonwan)
Ben Lynn (benlynn)



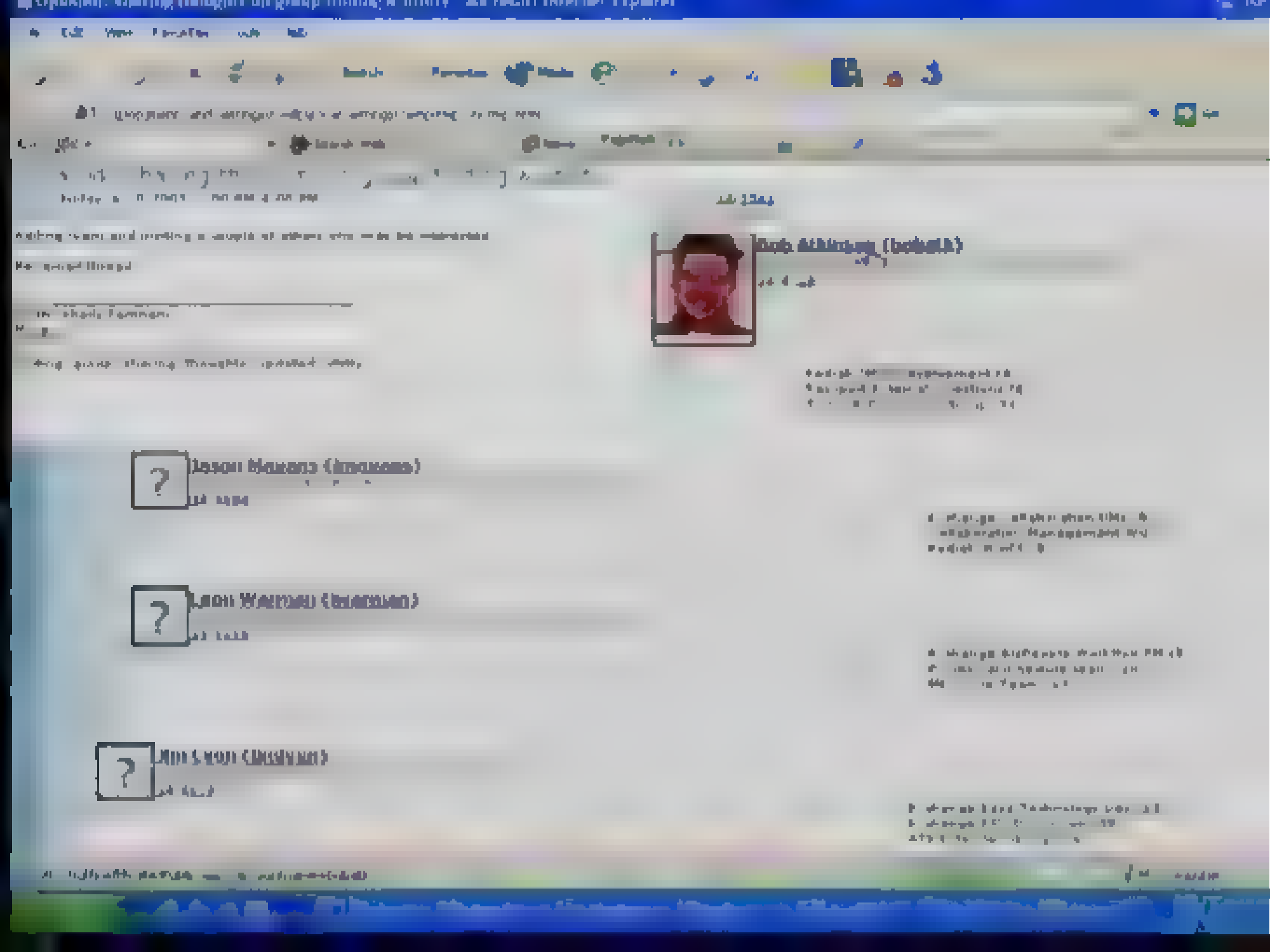

Bob Atkinson (bobatk)
Jason Mayne (jmayne)
Leon Wornan (lwornan)
Jim Lyon (jimlyon)

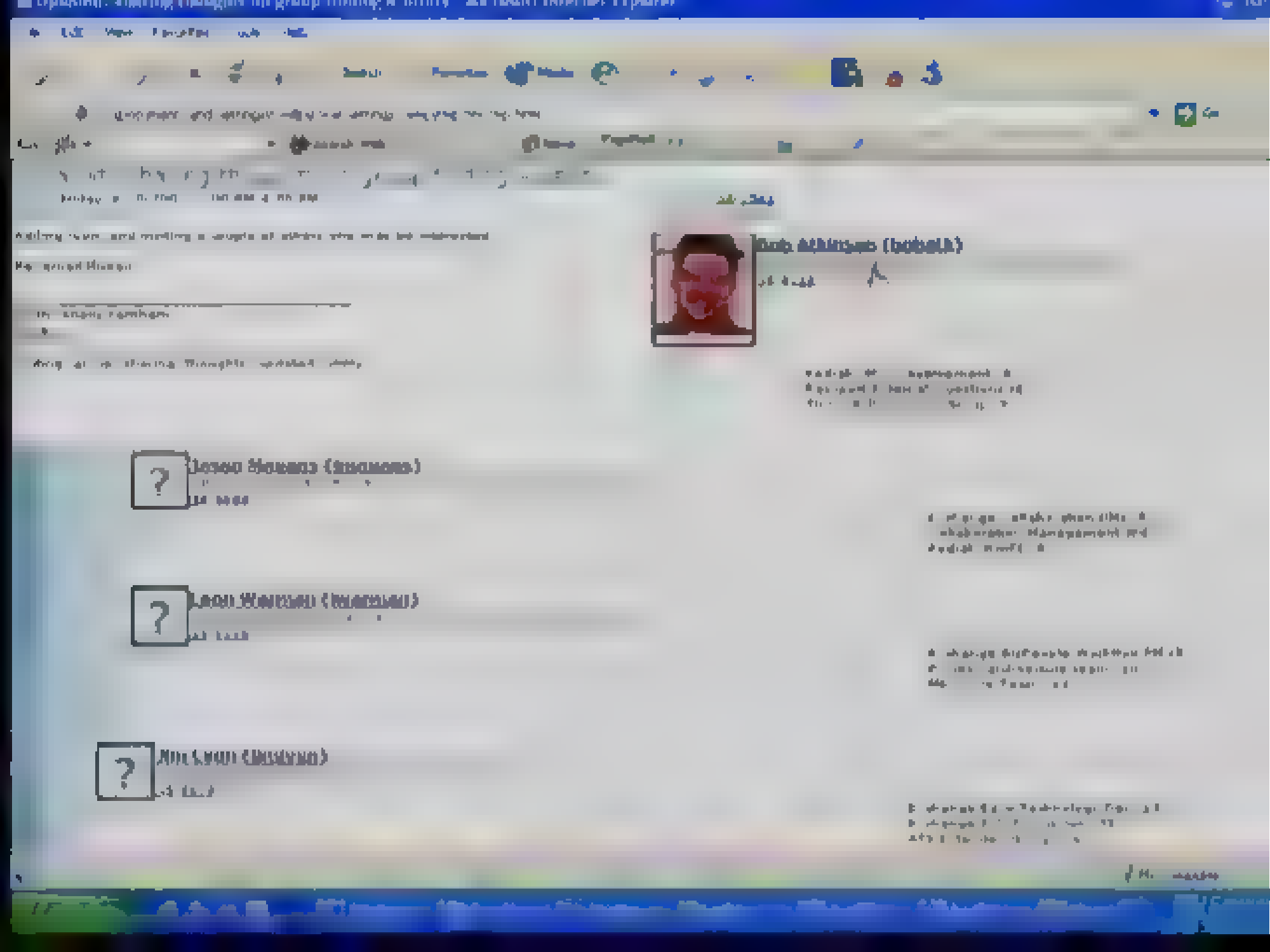
# Profile



# Information

- [illegible]
  - [illegible] (use [illegible] the invitation)
  - [illegible] organizer
  - [illegible] (terms that may be unfamiliar)
  - [illegible] meeting location relative to you
- Invitee profiles
  - Ordered by org chart distance
  - *Photo*, title, department, office, building, phone number


Bob Atkinson (bobatk)
Jason Masons (anonsons)
Leon Watson (leonwatson)
Min Shun Chishuan)


Bob Atkinson (bobatk)
Leon Stevens (lstevens)
Leon Watson (lwatson)
Nick Smith (nbsmith)

Bob Alkinson

Actions

Shared Links

Shared Pages

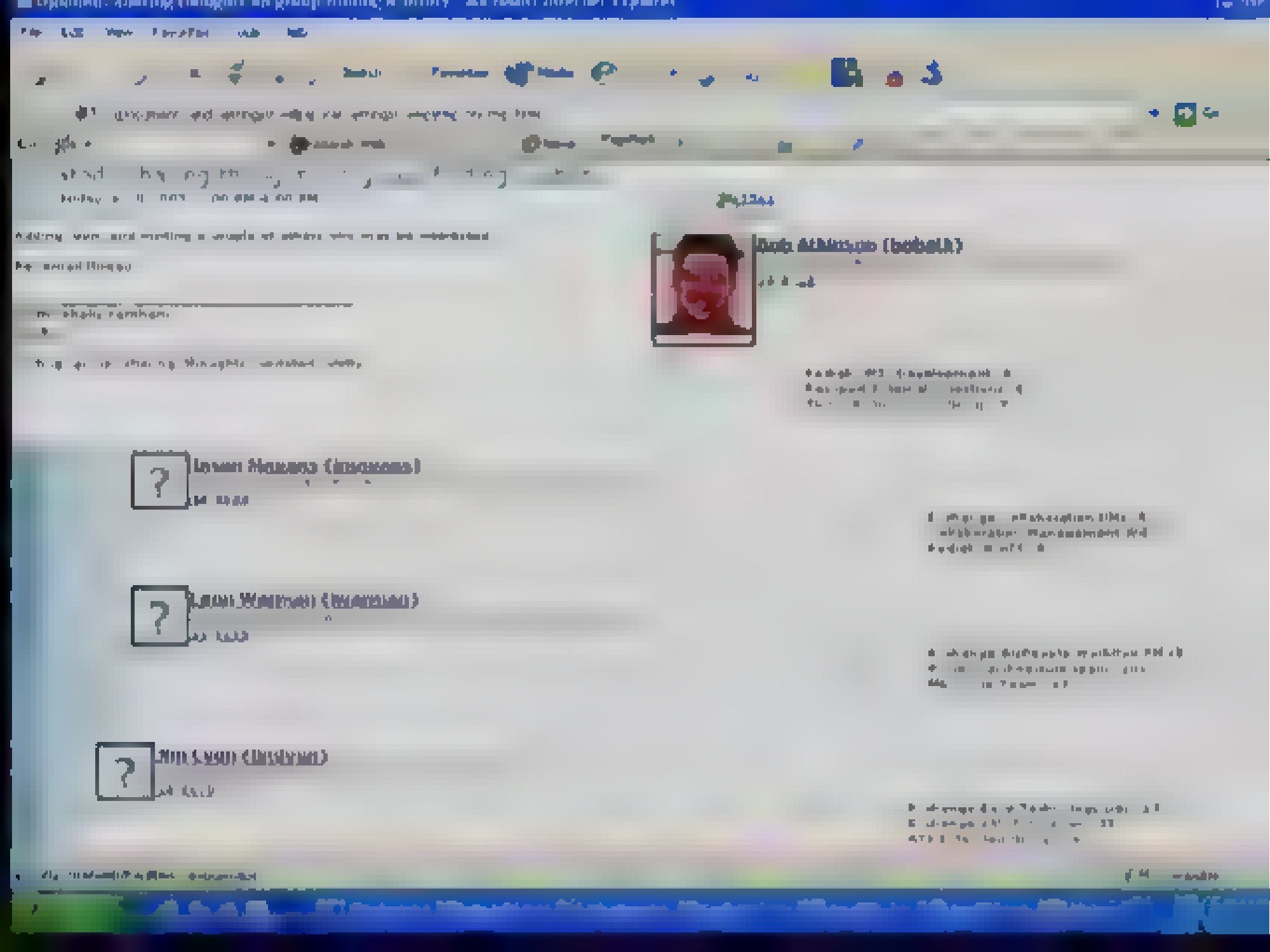
SOFTWARE ARCHITECT

Group and Responsibilities

Contact Information

Shared Links

Recent Documents


Bob Atkinson (bobatk)
Lyman Monroe (lymonroe)
Laura Wolfram (lauraswolfram)
Nick Sand (nickysand)

Facilities Web

Last Modified: Friday 11 January 200

Microsoft Campus Area Maps

Use Digital Ground area locations

Select a building to open relevant area map

Select a building

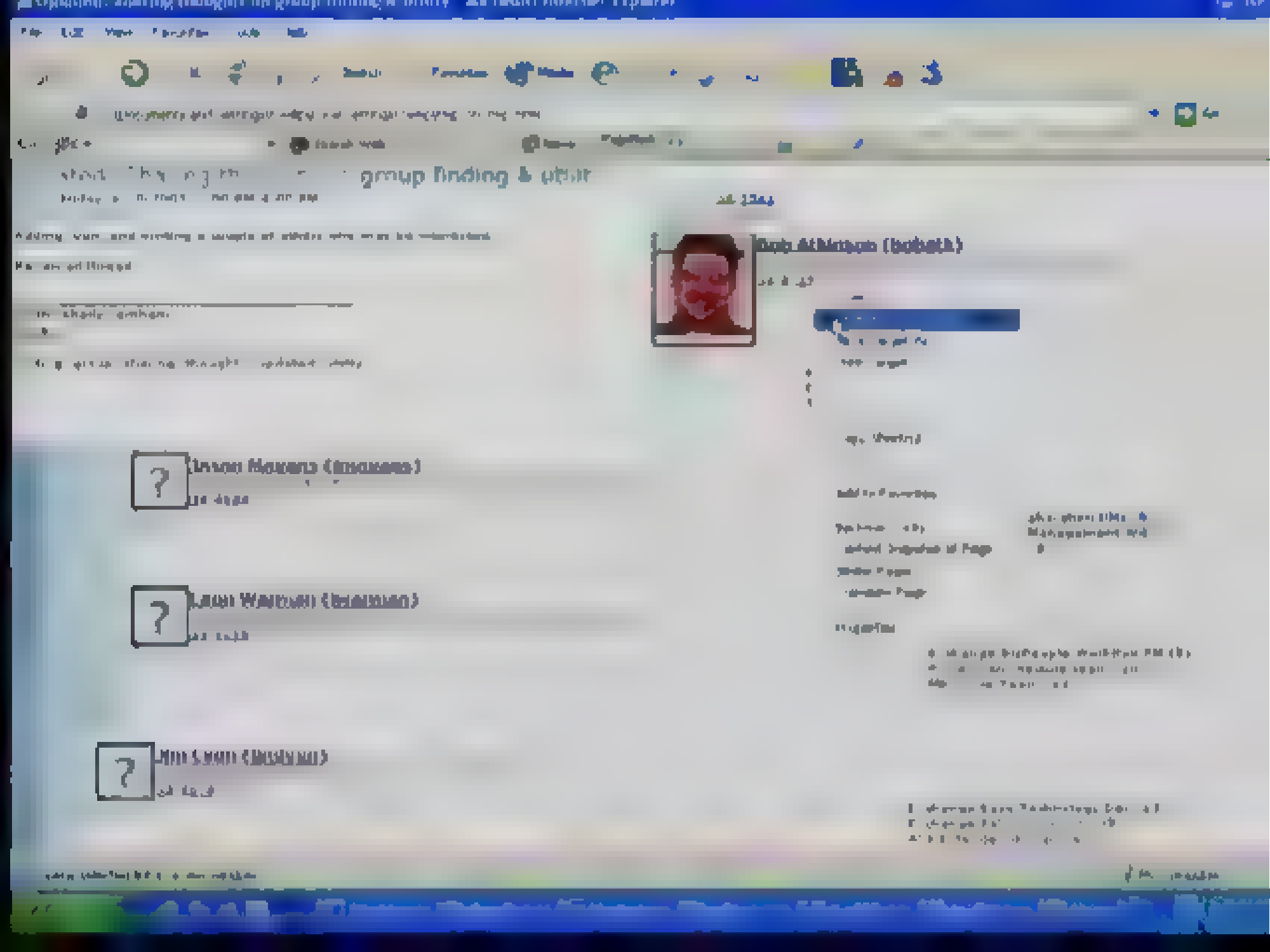
Select a map from the list below

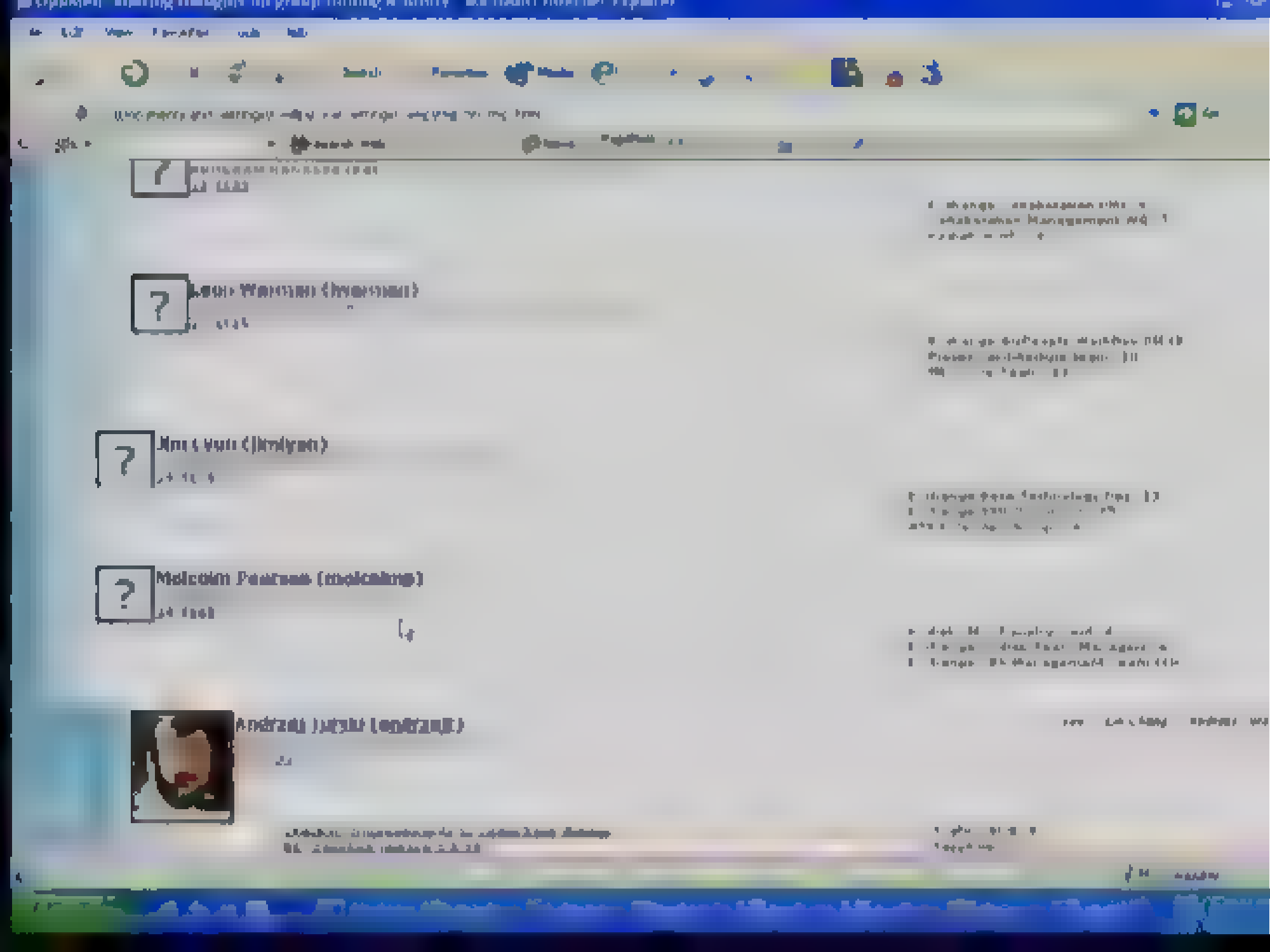
Digital Ground Area Maps

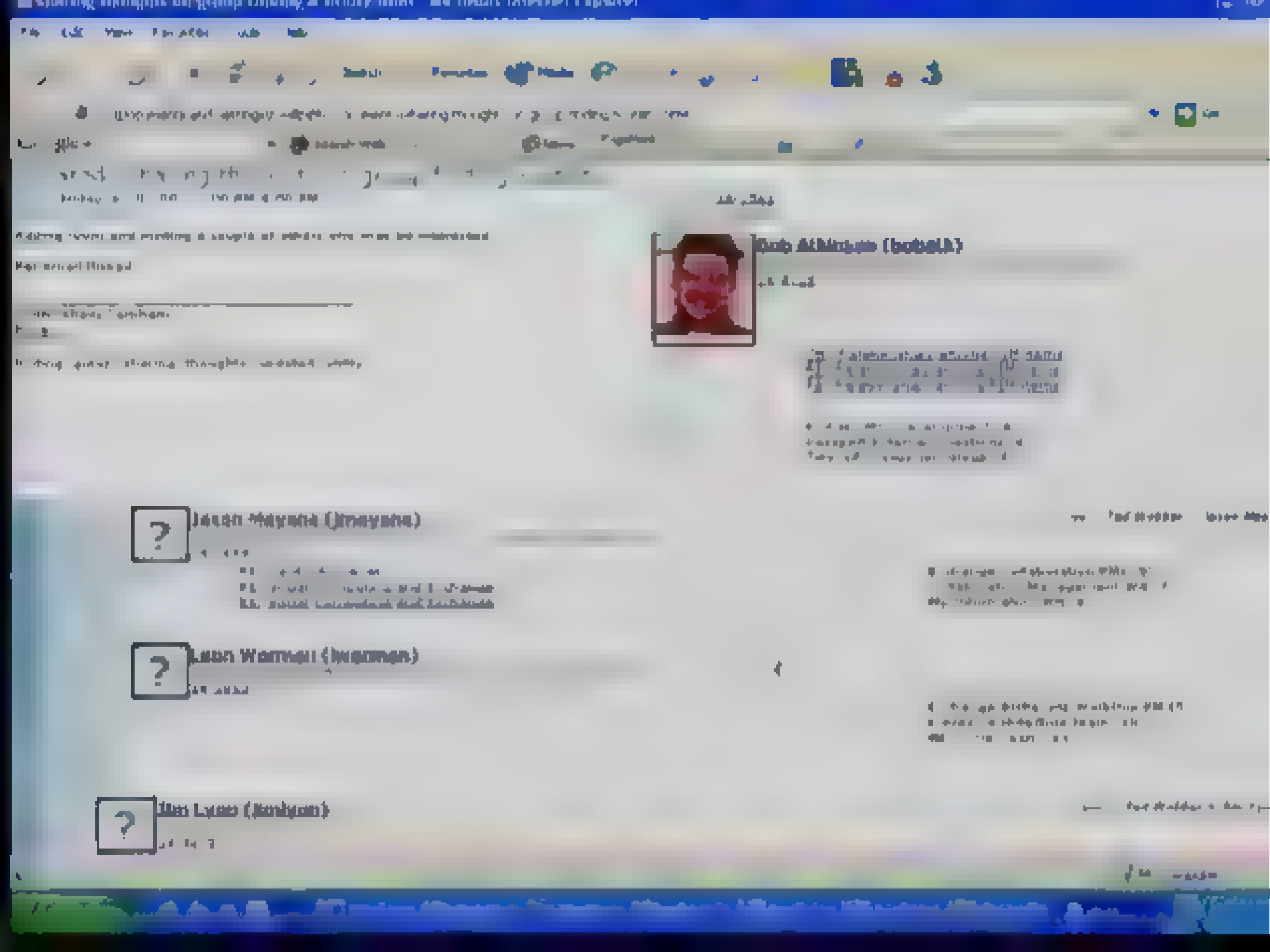
- Campus Area Maps
  - Main Campus Map
  - West Campus Map
  - [illegible]
  - [illegible]
  - [illegible]
  - [illegible]
- [illegible]
- Wilkins Arts
- [illegible]
- [illegible]
- [illegible]

Factory Web

Microsoft Main Campus Area Map


group finding & other
Bob Al-Mirqab (bobalh)
?
?
?




Bob Atkinson (bobatk)
Jason Haynie (jhaynie)
Leon Wormer (lwormer)
Ben Lynn (benlynn)

group finding & what

Bob Atkinson (bobatk)

Jason Mayans (jmayans)

Leon Wonson (lwonson)

Ron Lynn (lynnlynn)

# Information

- [illegible]
  - [illegible] (does not [illegible] invitation)
  - [illegible] organizer
  - [illegible] (terms that may be unfamiliar)
  - [illegible] meeting location relative to you
- Attendee profiles
  - Ordered by org chart distance
  - *Photo*, title, department, office, building, phone number

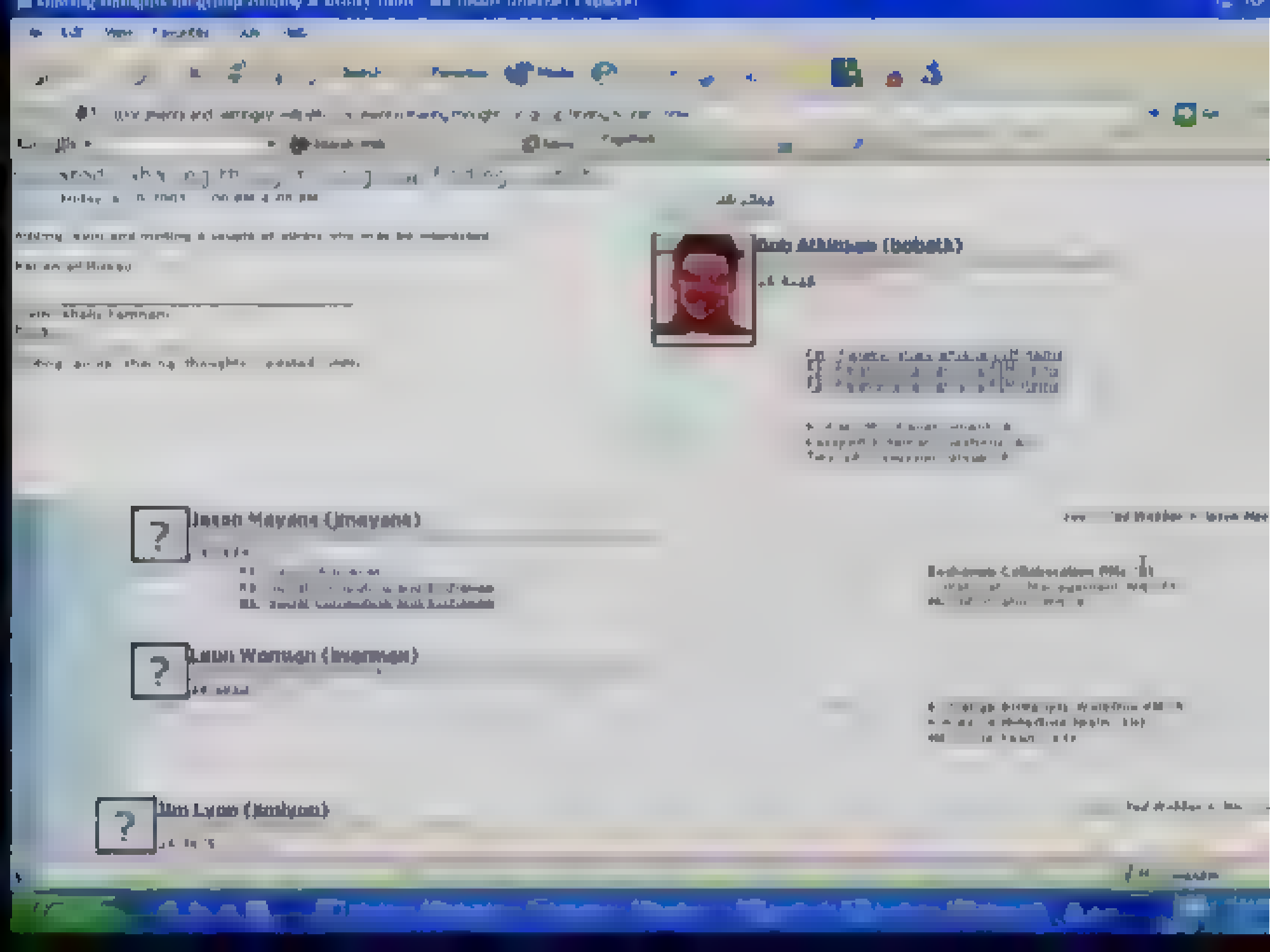
# Communication History

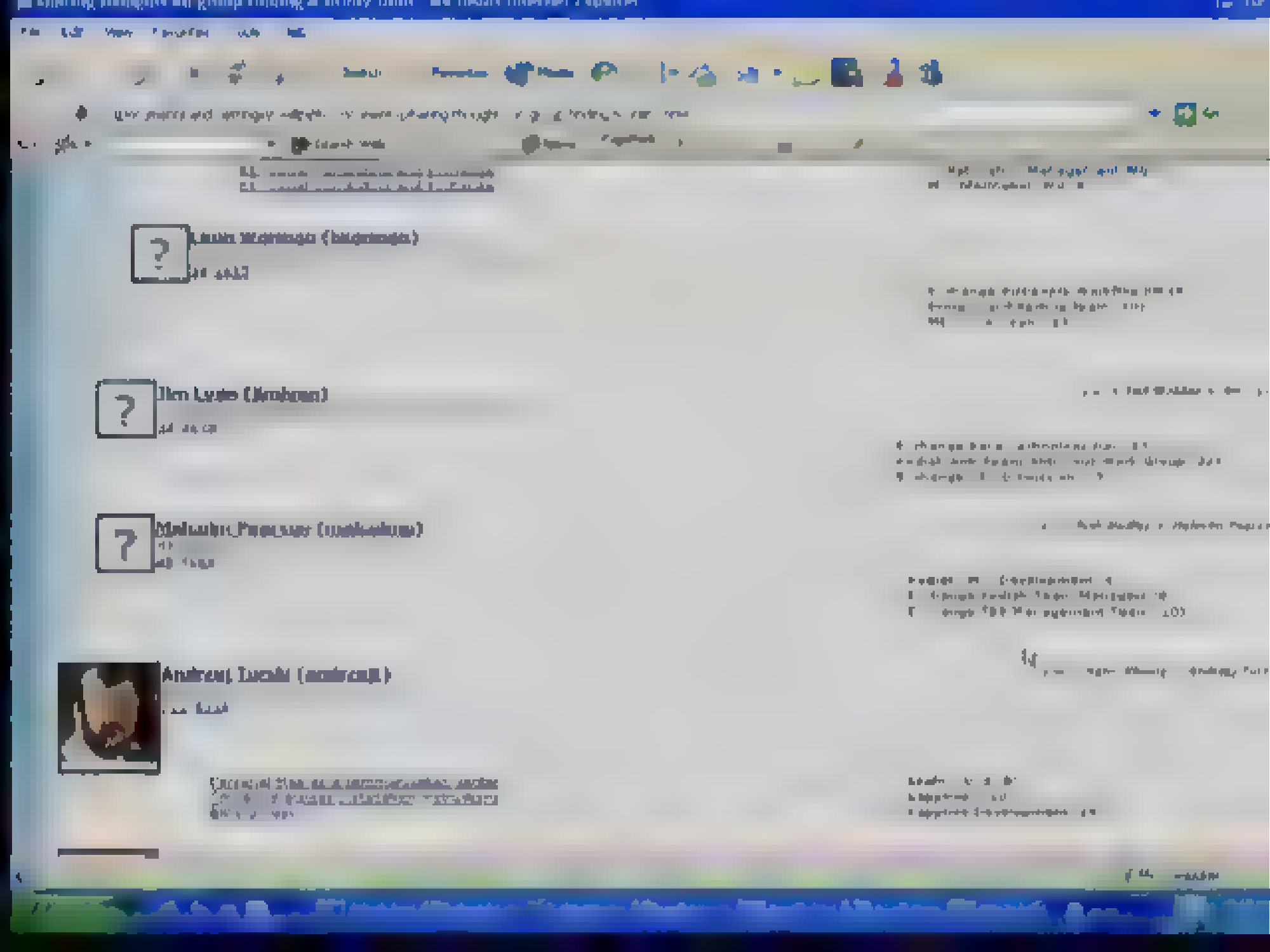
- [illegible] from each attendee
  - [illegible] (6 months) before meeting
  - [illegible] match meeting attendee list
  - [illegible] matching

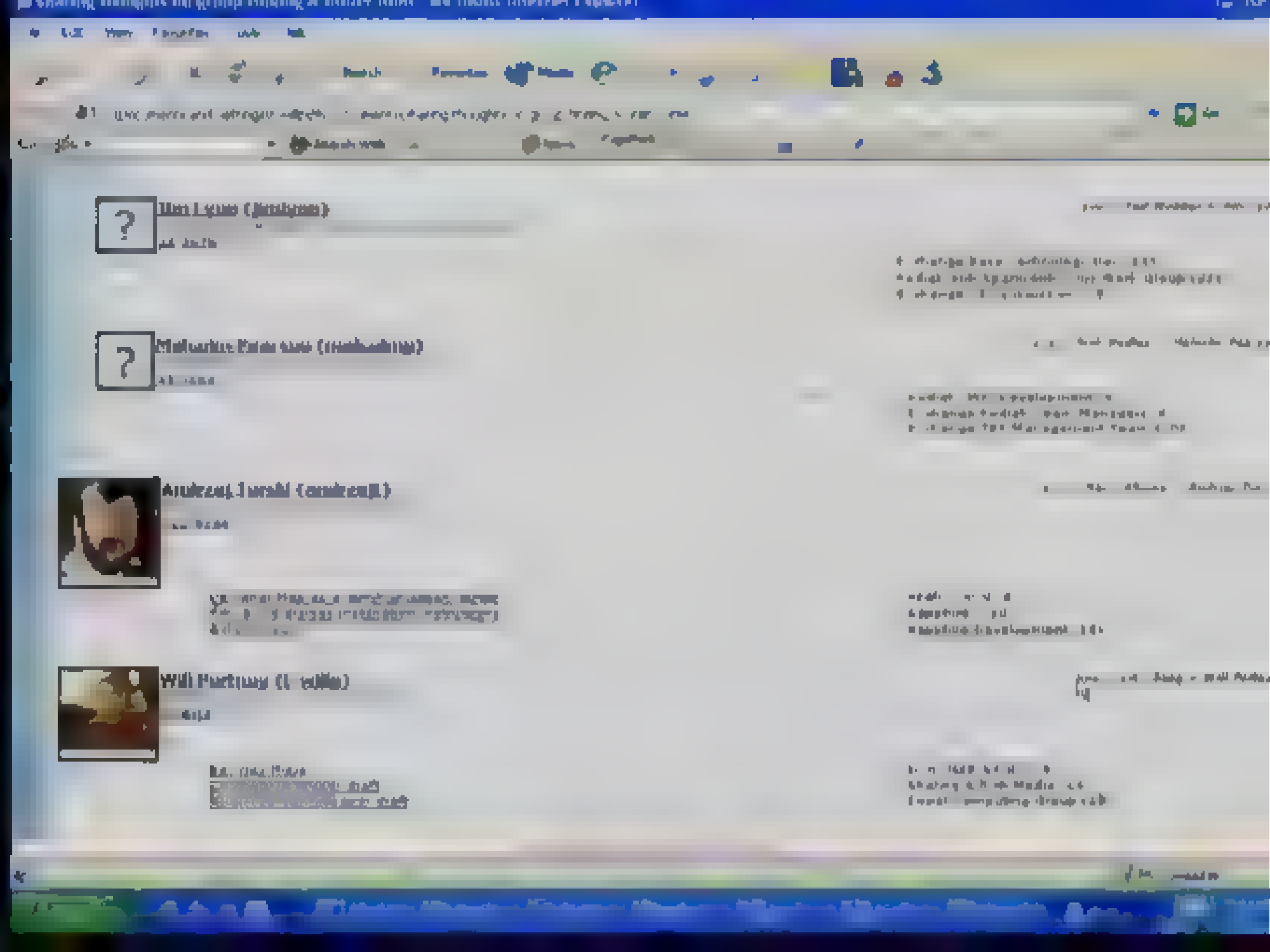
Extract URLs, shares, attachments, documents

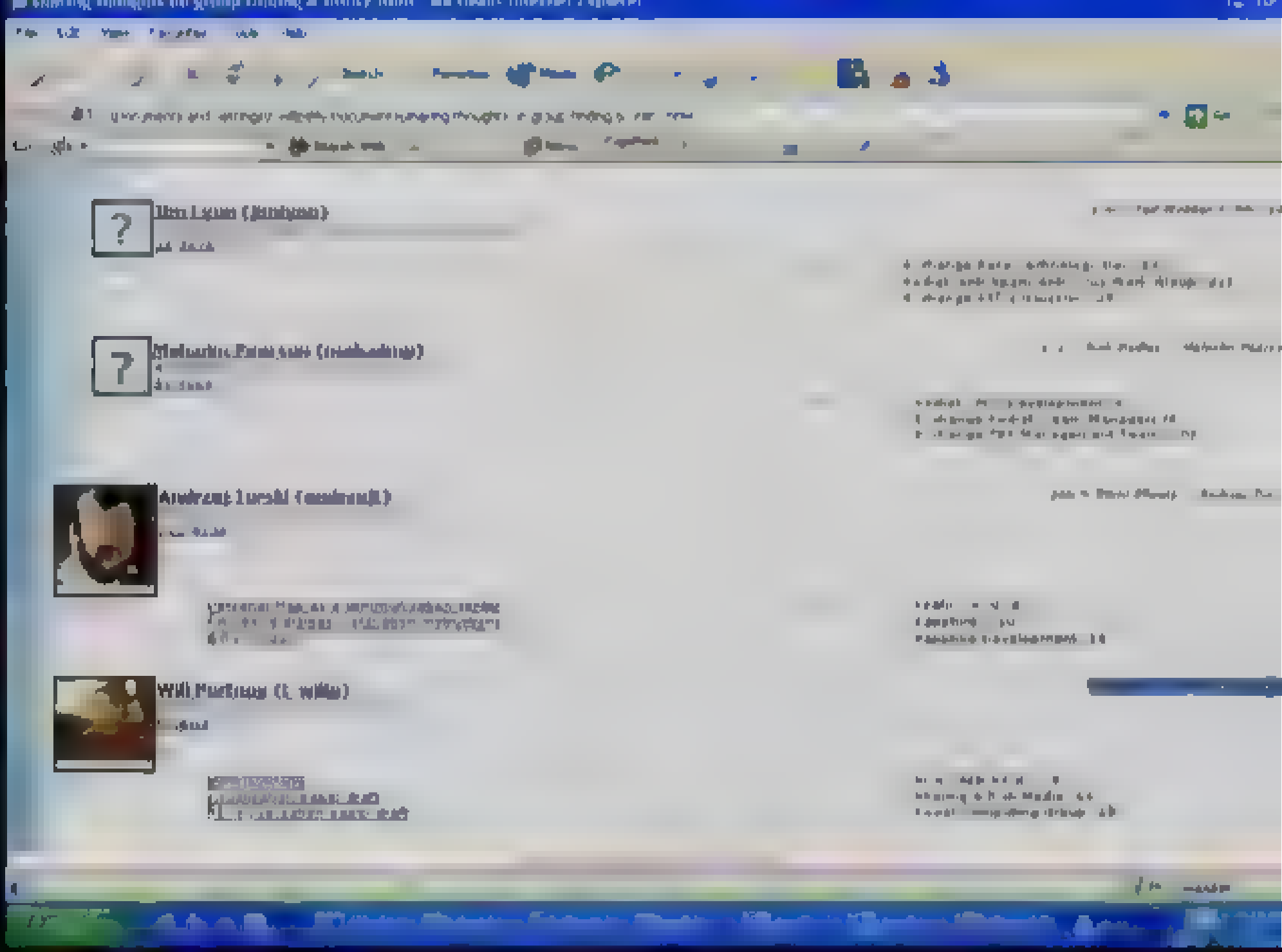
# Social Network

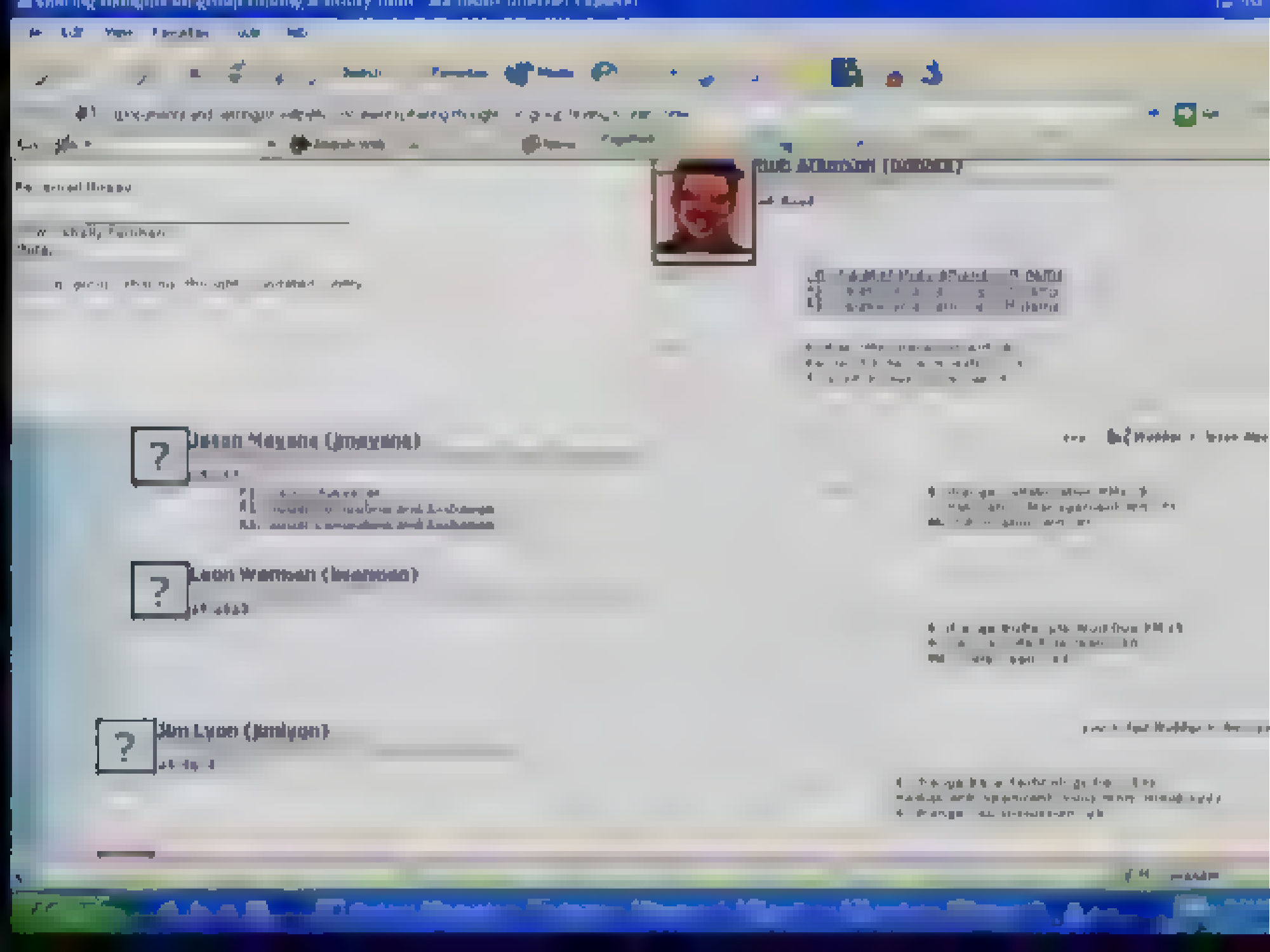
- [illegible] attendee to you
  - [illegible] distribution lists
  - [illegible] with whom you both have some connection (Shelly -> Will -> Matt Kotler)
- Groups among attendees
  - Titles
  - Departments
  - Distribution Lists


Bob Atkinson (bobatk)
Jason Mayers (jmayers)
Laura Warnagh (lwarnagh)
Jim Lyon (jimlyon)








Sub Attention (Subatt)
Jason Mayne (jmayne)
Leon Warman (leonwar)
Jim Lyon (jimlyon)

# Social Network

- [illegible] attendee to you
  - [illegible] distribution lists
  - [illegible] with whom you both have some connection (Shelly -> Will -> Matt Kotler)
- Groups among attendees
  - Titles
  - Departments
  - Distribution Lists

# Summary & Next Steps

- [illegible]
  - [illegible] selected content
  - [illegible] outside Microsoft
  - [illegible] different meeting size
  - [illegible] the loop (include post-meeting content)
- Get user feedback

- Current prototype is available (http://groupsts/scg/)
- Contact info: {willp, shelly}

# Jeitinhos

## Matchmaking for XBOX live

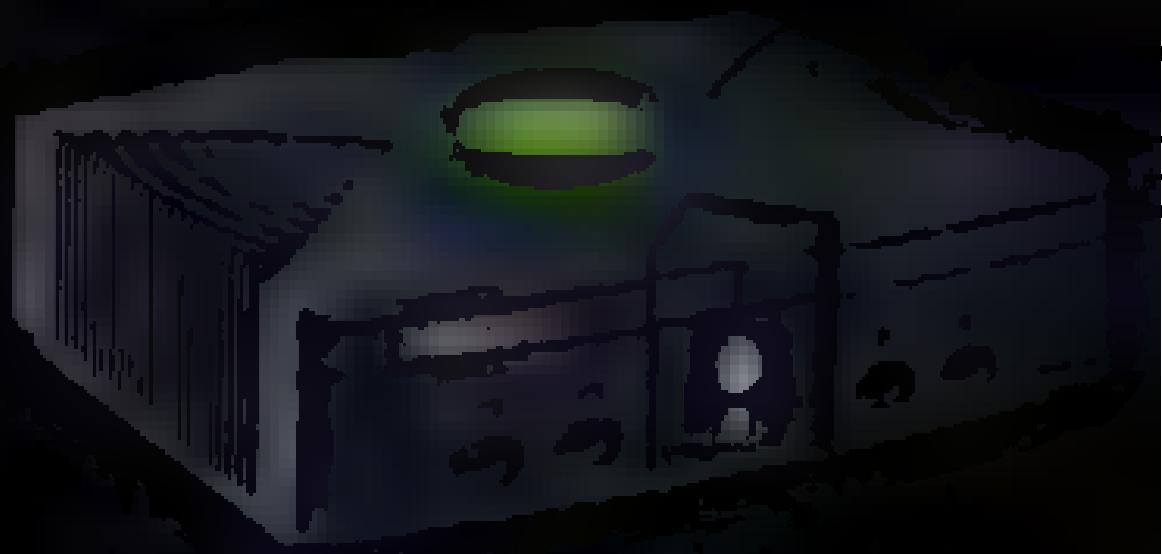
Jens Riegelsberger (UCL, UK)
Bruce Phillips, Shelly Farnham, Tim Regan
Social Computing Group, MSR
Microsoft Game Studios

Aug 21, 2003

Microsoft Confidential

# XBOX live

- Multiplayer with voice
- Released Nov 15 2002
- ~ 500K subscribers worldwide



# First Results – Current Use

# First Results – Current Use

- Play with absent friends
  - Time spent on setting up matches

# First Results – Current Use

- Play with absent friends
  - Time spent on setting up matches
- Find others to play with
  - Find them instantly
  - Humans are more interesting than AI

# First Results – Current Use

- Play with absent friends
  - Time spent on setting up matches
- Find others to play with
  - Find them instantly
  - Humans are more interesting than AI
  - 'It's good to know that someone in his living room is grieving.'

17 Qualitative interval interviews: Home Wireless Network

# OPTIMATCH

## FILTER

Min. Players 2

Max. Players 8

Cancel Continue

Host Refresh Back Select

# OPTIMATCH

| Game | Type | Players |
|---|---|---|
| Rookie Skaters | Team Destruction | 8/8 |
| s_??2pd+311 s | Destruction | 1/8 |
| Sentient DOAK | Team Destruction | 1/8 |
| Spiderman | Team Destruction | 3/8 |
| meatsheba | Capture the Flag | 3/8 |
| TOBE10 | Team Destruction | 3/8 |
| The Mighty! | Capture the Flag | 3/8 |
| Tyrhanday | Team Destruction | 4/8 |
| Safley | Team Destruction | 3/8 |
| Dark Milk | Team Destruction | 3/8 |

Region: Restricted

Kill Limit: Unlimited  Time Limit: 15

Filter

Host  Refresh  Back  Select

# OPTIMATCH

| Name | Type | Players |
| --- | --- | --- |
| [illegible] | Team Destruction | [illegible] |
| [illegible] | Destruction | 1/8 |
| [illegible] | Team Destruction | 1/8 |
| Spherizman | Team Destruction | 3/8 |
| [illegible] | Capture the Flag | 2/8 |
| [illegible] | Team Destruction | 3/8 |
| [illegible] | Capture the Flag | 3/8 |
| Tyrhanaby | Team Destruction | 4/8 |
| [illegible] | Team Destruction | 3/8 |
| [illegible] | Team Destruction | 1/8 |

Number: Ranked

[illegible] Limit: Unlimited

Time Limit: 15

Filter

Host

Refresh

Back

Select

# First Results – Problems

- Many matches are bland, some are bad

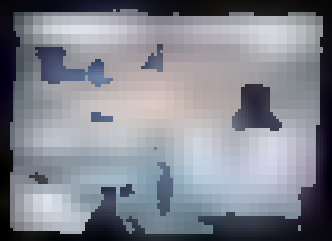
# First Results – Problems

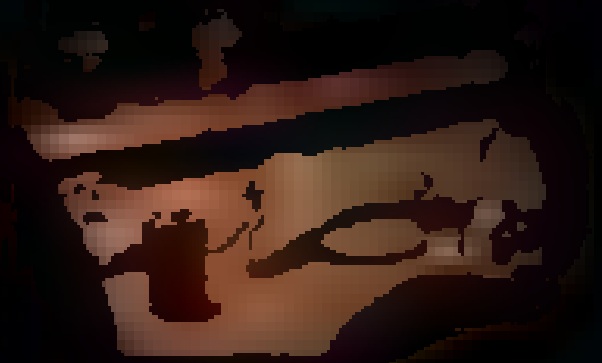
- Many matches are bland, some are bad
  - Game – team killing, counteracting missions, 'stealing kills', frequent entries / exits

# First Results – Problems

- Many matches are bland, some are bad
  - Game – team killing, counteracting missions, 'stealing kills', frequent entries / exits

# Trash Talk





# Anger Management Issues

# Anger Management Issues

- Lack of accountability

# Anger Management Issues

- Lack of accountability
- De-individuation

# Anger Management Issues

- Lack of accountability
- De-individuation
- Mismatches

# Ideas

# Ideas

## Base matches on

- Personal attributes
  - Reduce de-individuation
  - Create mini-alliances based on shared attributes (Jeikhivos)

[Demetis 2003; Zhang et al. 2002; Davis et al. 2002 ]

# Ideas

## Base matches on

- Personal attributes
  - Reduce de-individuation
  - Create mini-alliances based on shared attributes (Jaikhinos)

  [Derwin 2003; Zhang et al. 2002; Davis et al. 2002 ]

- Voice tag & portrait photo
  - Convey information that is not explicitly given (e.g. social status)
  - Photos are quickly parsed
  - Visual identification increases cooperation

  [Zhang et al. 2002, Bohnet & Frey 1999]

# SOCIOMATCH

Game Type: Any

Match on: Playing Style

Min. Players: 3

Max. Players: 8

Cancel Continue

Refresh Back Select

# SOCIOMATCH

Gameplay: [illegible]

Playing Style: Supportive

Age: [illegible]

Type: [illegible]

Minion: Firefly

Time Limit: [illegible]

HP Limit: Unlimited

Players: [illegible]

Playing Style

Back Refresh Back Select

# Research Questions

Main Question

» Do players enjoy games more when they choose their partners based on personal information, voice, or a photo?

# Research Questions

## Main Question

» Do players enjoy games more when they choose their partners based on personal information, voice, or a photo?

## Secondary Question

» Which factors in personal information, photo and voice determine preference?

# Research Design

# Research Design

# Research Design

| | | | | |
|---|---|---|---|---|
| | [illegible] | N=100 | N=100 | N=100 |
| Invite + get profile information | [illegible] | Personal Information | Personal Information + Photo | Personal Information + Voice |
| | | 2 x 36 | 2 x 50 | 2 x 50 |
| Elicit preferences | | Preference | Preference | Preference |
| PRE-STUDY | | Regression | Regression | Regression |

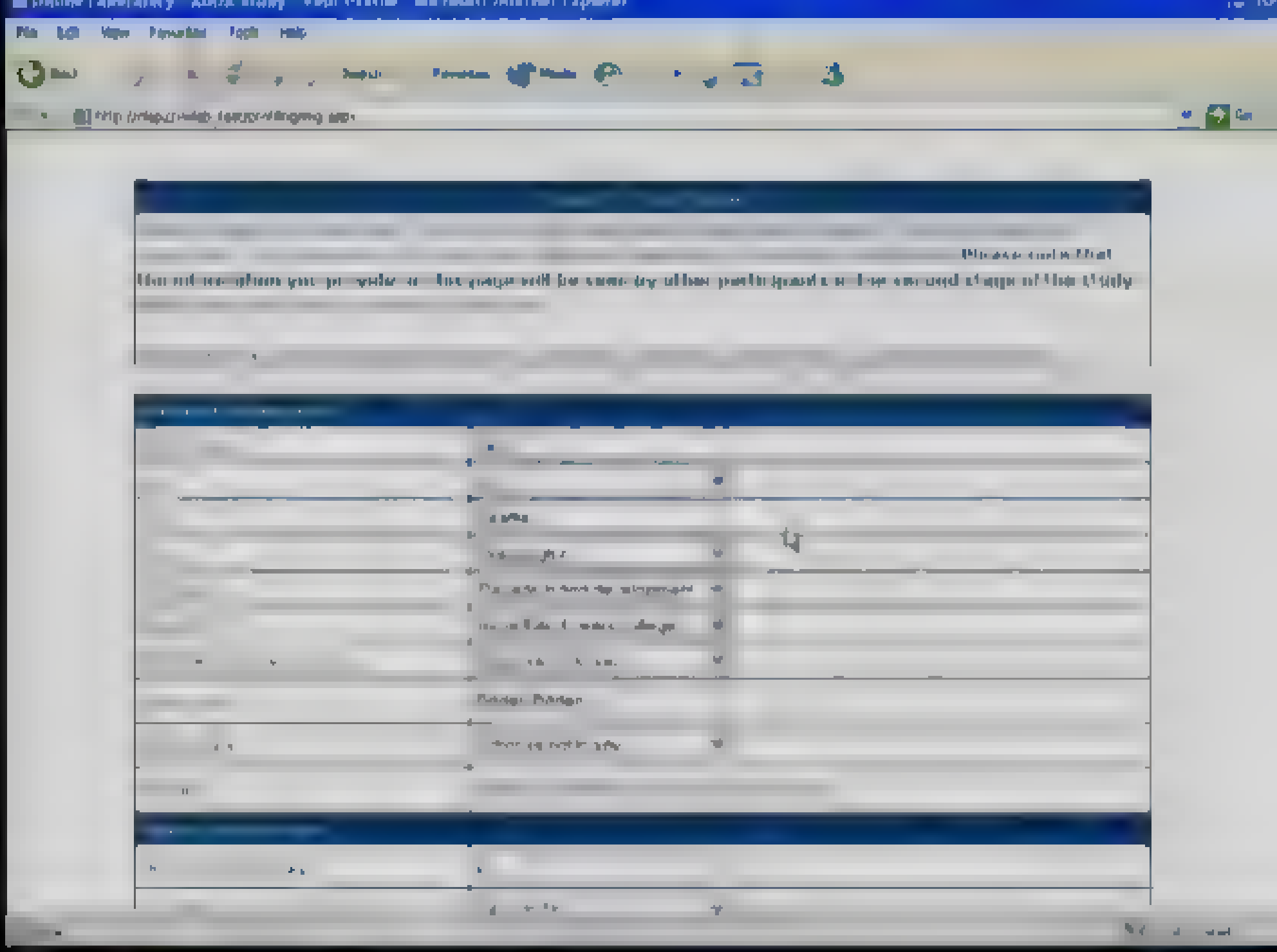
# Research Design

| | | | | |
|---|---|---|---|---|
| Invite + get profile information | [illegible] | N = 100 | N = 100 | N = 100 |
| | [illegible] | Personal Information | Personal Information + Photo | Personal Information + Voice |
| | | 2 x 30 | 2 x 50 | 2 x 50 |
| Elicit preferences | | Preference | Preference | Preference |
| PRE-STUDY | | Regression | Regression | Regression |
| Match preferred partners<br>Conduct play date | [illegible] | 10 dyads | 10 dyads | |
| | [illegible] | Personal Information | Personal Information + Photo | |
| MAIN STUDY | | | | |

# Study Timeline

# Study Timeline

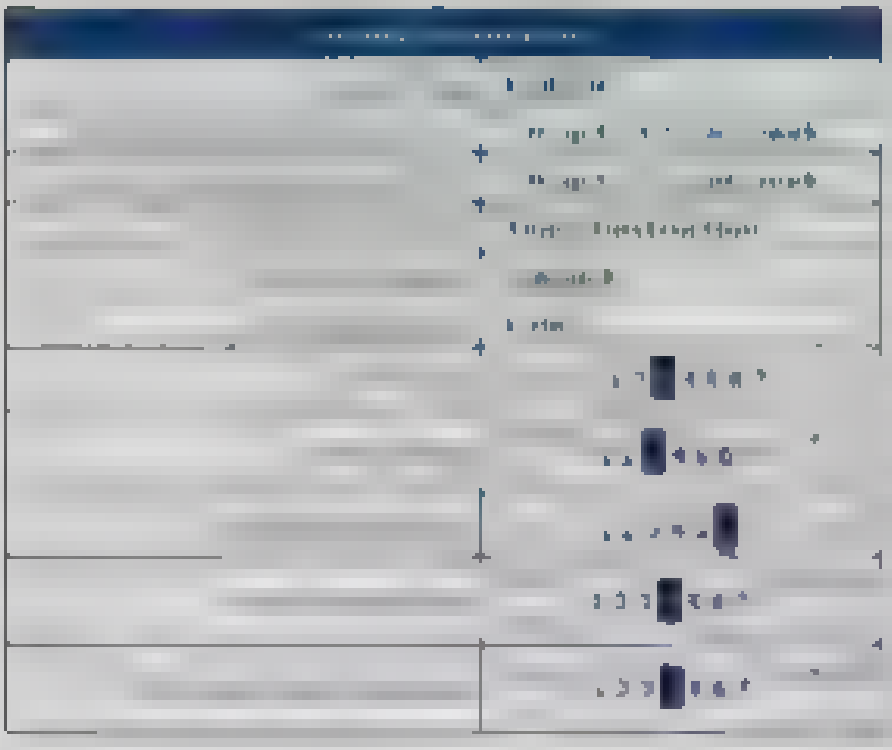
- Participants register profiles via the on-line lab (Aug 25)
  - http://olap2/ywlab_test/profiling/lmg.aspx

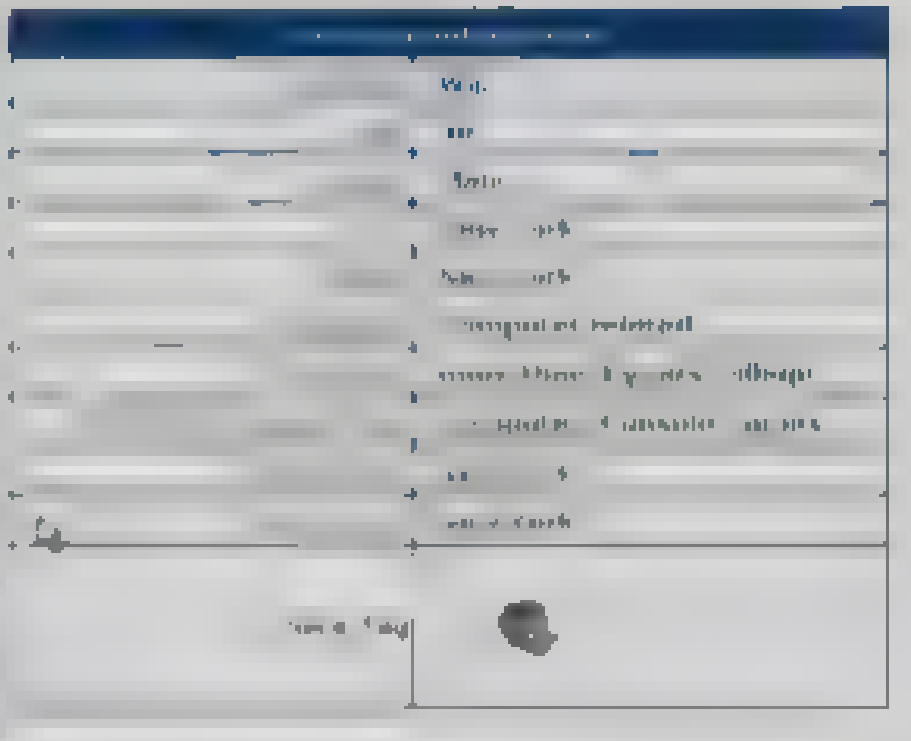


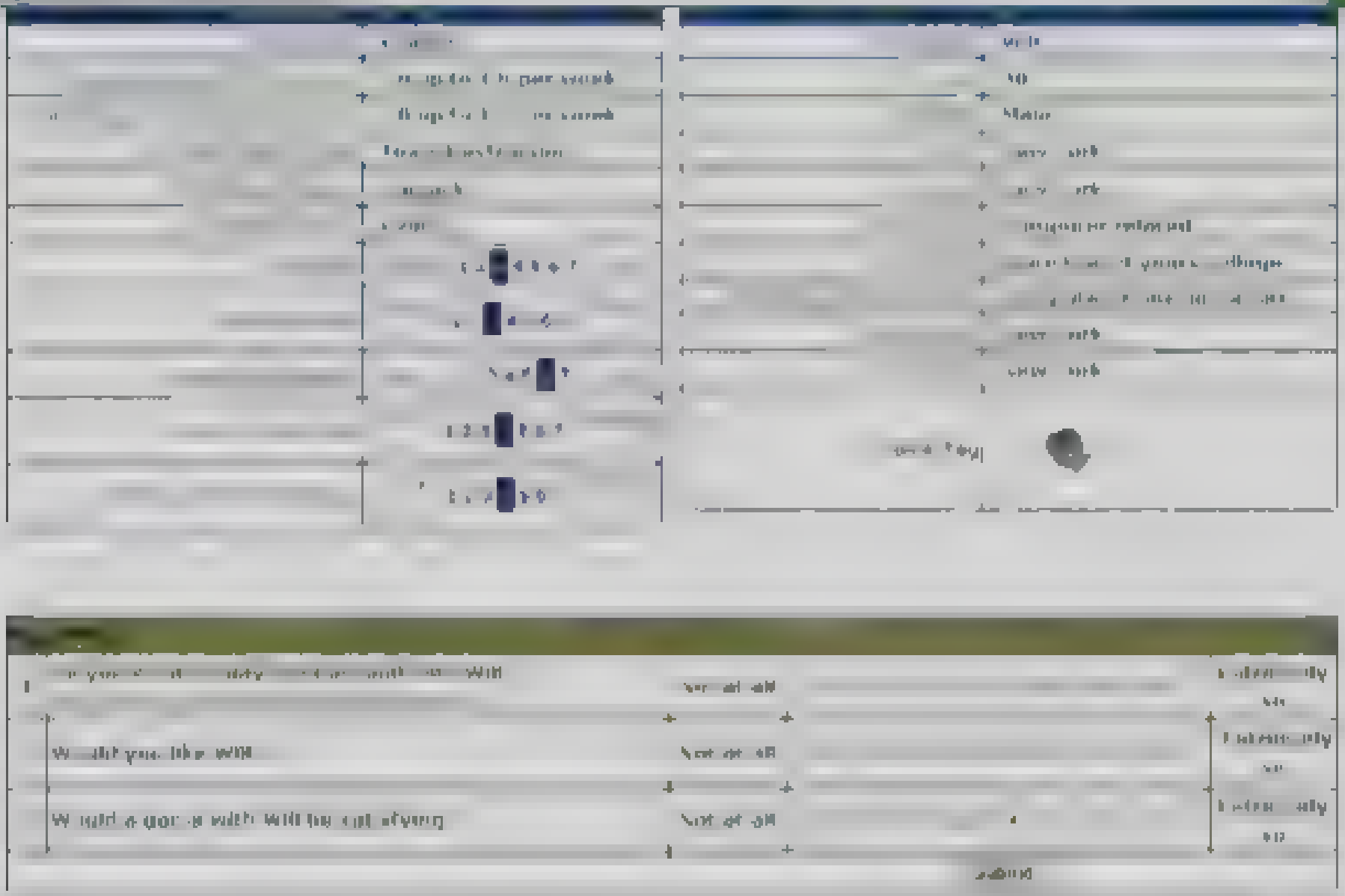
# Study Timeline

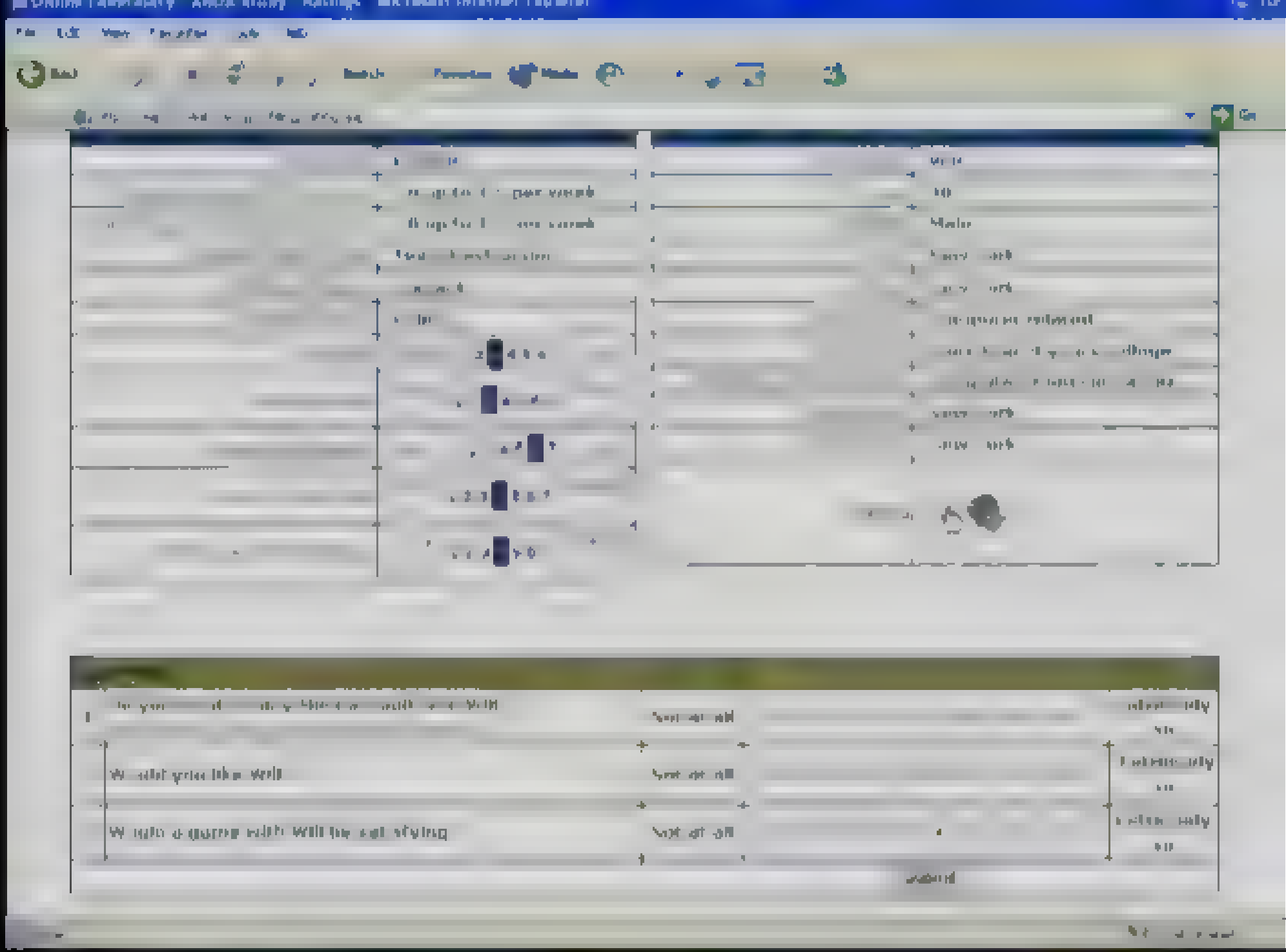
- Participants register profiles via the on-line lab (Aug 25)
  - http://olap2/vwlab_test/profiling/img.aspx
- Participant choose who they want to play with based on profiles (Sep 1)
  - http://olap2/vwlab_test/profiling/rating.aspx
- A subset of participants is invited to play in the games test lab (Sep 8)

# Current Profile: Evilwill (1 out of 3)









# Study Timeline

- Participants register profiles via the on-line lab (Aug 25)
  - http://olap2/vwlab_test/profiling/img.aspx
- Participant choose who they want to play with based on profiles (Sep 1)
  - http://olap2/vwlab_test/profiling/rating.aspx
- A subset of participants is invited to play in the games test lab (Sep 8)

# Outcomes

- Relevant attributes for XBOX live matchmaking

# Outcomes

- Relevant attributes for XBOX live matchmaking
- Input for auto-matching algorithm (from regression analysis)

# Outcomes

- Relevant attributes for XBOX live matchmaking
- Input for auto-matching algorithm (from regression analysis)
- Knowledge about effects of voice and photo for ad-hoc online interaction

# Acknowledgements

Many thanks to

> Microsoft Game Studios

> XBOX live

Bruce Phillips, Fleming Seay, Keith Steury, Noah Heller, Karen Carter-Schwendler

Contact

> t-jensr@microsoft.com

> shollyf@microsoft.com

# Acknowledgements

Many thanks to

> Microsoft Game Studios
> XBOX live

Bruce Phillips, Fleming Seay, Keith Steury, Noah Heller, Karen Carter-Schwendler

Contact

> t-jensr@microsoft.com
> shellyf@microsoft.com